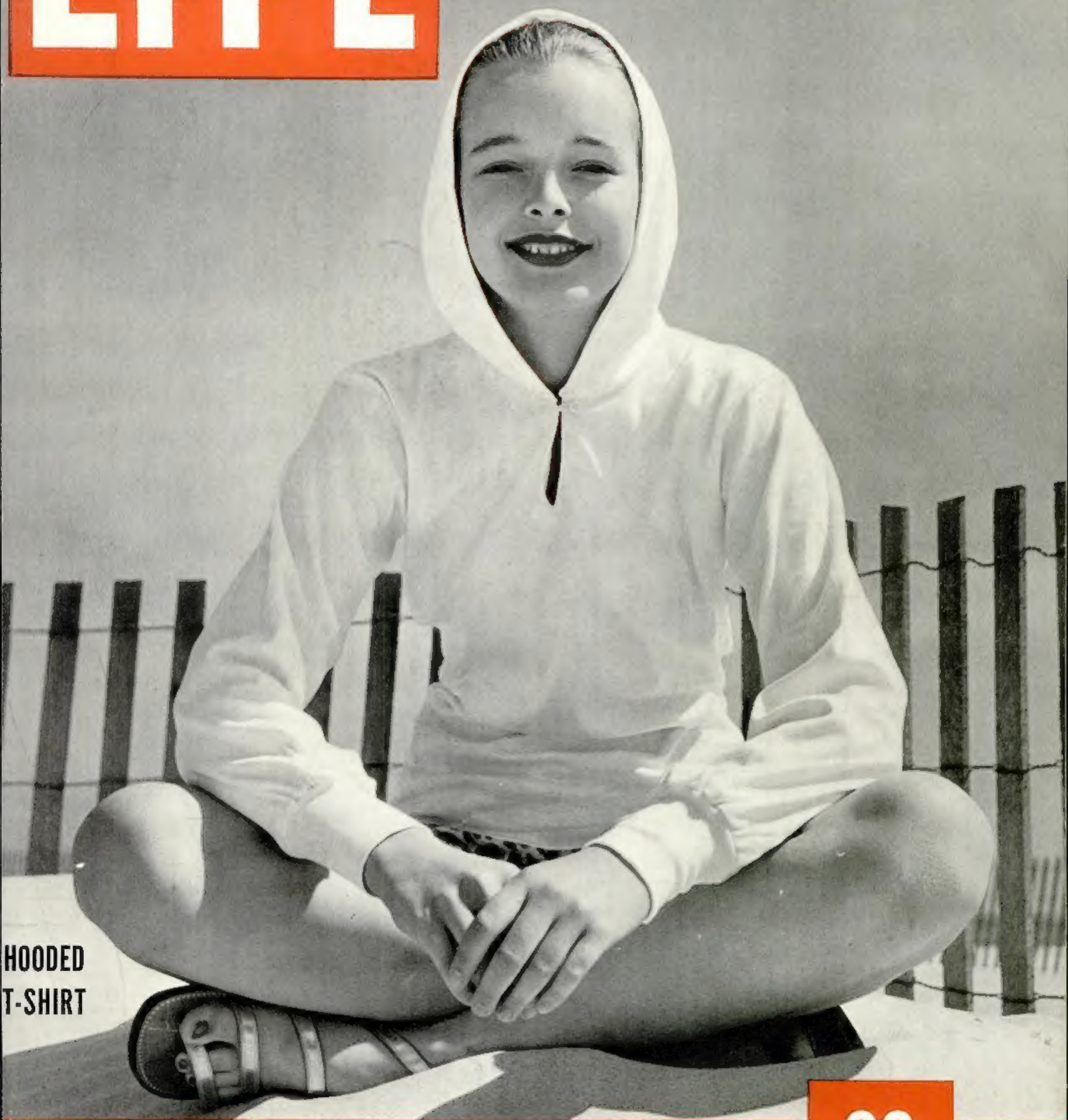


# LIFE



HOODED  
T-SHIRT

JUNE 7, 1948 **20** CENTS  
YEARLY SUBSCRIPTION \$6.00



**FIRST TIME EVER!**

*Refrigerated from*

*Top-To-Bottom!*

It's the most wonderful refrigerator you've ever seen. This new Kelvinator gives you *refrigerated* storage space . . . all the way from *top-to-bottom*! From the giant Frozen Food Chest at the top . . . all the way down through the exclusive new Fruit Freshener that keeps fruits deliciously cold and fresh. *And more.* It releases extra shelf space above for everyday foods. Imagine! You get 8½ cu. ft. within the shelf area plus 1½ cu. ft. utilized by the refrigerated Fruit Freshener . . . without any increase in cabinet floor space. Yes! Your new Kelvinator is all *refrigerator*—top to bottom!



**Frozen Food Chest holds**

**50 pounds!** Here's your new headquarters for happy eating! Room for *full 50 pounds* of packaged frozen foods and ice cubes. You can wink at the calendar—serve a juicy turkey or summer-sweet peaches whenever your taste desires. You'll save hours of shopping, save hours in the kitchen—and make every menu sparkle with excitement—when you have this jumbo Frozen Food Chest right in your new Kelvinator!



**Cold-Mist Zone keeps foods**

**fresher!** Green vegetables and salads keep crisp and fresh for days! And there's no need to cover left-overs . . . flavors never transfer. It's the miraculous, *supermoist* cold of Kelvinator's Cold-Mist Freshener that keeps foods *fresher...longer!* And don't miss the wonderful new Fruit Freshener! It's Kelvinator's exclusive, tip-out refrigerated compartment for storing all those bulky fruits, extra vegetables or bottles that used to take up so much shelf space.



It's Kelvinator's Masterpiece refrigerator, powered by the famous Kelvinator Polarsphere, the cold-maker that's sealed in steel and permanently lubricated for long years of trouble-free service. See the complete line of beautiful 1948 Kelvinators starring *everything new*, priced for every budget, at your Kelvinator dealer's today. Kelvinator, Division of Nash-Kelvinator Corporation, Detroit, Michigan.

**Kelvinator**  
— of Course!





# *Luxurious Listening*

WITH GLORIOUS PHILCO FM AND PHILCO ELECTRONIC SCRATCH ELIMINATOR

From this exquisite Philco 1286 radio-phonograph comes a flawless flow of concert-pure tone on both radio and records. Not just "FM," but genuine *Philco* FM, plus AM, and the amazing Scratch Eliminator that frees your treasured records from any sign of surface-noise.

Gorgeous mahogany console with four lavish record-compartments. **\$299.50\***

\*Slightly higher Denver and West



# PHILCO

*Famous for Quality the World Over*





Strong **yes** is a dream  
for removing cold cream!



**yes** - in a pinch  
"erases" the clinch!



**yes** swell for Pop  
with his tender top



With the wide-open **yes** box it's up to you -  
you can take one tissue, many or few

Personal Products Corporation • Milltown, N. J., Chicago, and San Francisco



# When you pay for wear, be sure it's there!



## Insist on NEOLITE...

**the miracle sole that far outwears the finest leather!**

Don't keep wearing holes in your pocketbook replacing soles that wear out too fast—get **NEOLITE**! This amazing sole *far outwears the finest leather*—yet it costs no more!

There is no other sole like **NEOLITE**. It's not rubber, not leather, not plastic—but an entirely different material that has *all* the qualities a perfect sole should have.

**It's comfortable**—firm enough to give active

feet proper support, yet so flexible and easy on the feet it needs no breaking-in.

**It's waterproof**—keeps feet dry, helps shoes keep their shape, stay new-looking longer. It's non-skid. It won't mark floors.

Next time you buy shoes—or have a pair re-soled—ask for **NEOLITE** Soles. Then . . . step on it! You'll know at once you're headed for longer wear, greater comfort, at lower cost!



**MARK THIS MARK!** Remember, only genuine **NEOLITE** Soles bear the name "**NEOLITE**." Look for it! You'll find this longer-wearing sole on over 200 brands of shoes for men, women and children—on shoes in every price range. Ask for **NEOLITE** Soles and Heels when you have your shoes repaired, too.

**25,000,000 people keep shoe bills down with**  
**NEOLITE SOLES**

NEOLITE T. M.—THE GOODYEAR TIRE & RUBBER COMPANY


This One



831B-3DW-HY1C

Copyrighted material



# Today's Most



Be sure to see Pepperell Peeress Sheets  
in these very becoming personality  
colors—as well as in lustrous white.

WONDERFUL, *Wonderful*  
GIFT FOR THE BRIDE

Copyrighted material



# Wonderful Buy in Sheets!

## PEPPERELL PEERESS SHEETS

LUXURY PERCALES, SUPERBLY SMOOTH

ALL COMBED YARN, 204 THREADS PER SQUARE INCH

*... at really remarkable prices!*

Fill your linen shelves *now* with Peeress Percales—the luxury sheets you've wanted all your life! Feel that "trousseau quality" of texture . . . superlatively smooth, exquisitely woven of the most expensive all-combed yarn, loomed 204 threads per square inch—each inch 24 threads finer than ordinary percales!

But—don't buy these lustrous percales for luxury only . . . Buy them for the way they wear! Pepperell is one of the largest spinners of top-grade cotton . . . uses only the very finest, *strongest* threads of all for Peeress Sheets. You can prove it! Mark them with the purchase date, launder them year after year. You'll be amazed at the almost unbelievable strength of this luxury combination of fine threads, high thread count, firm weave.

In addition to long-wearing luxury, today's prices make Pepperell Peeress Percales your best buy in quality sheets! You can pay more for sheets that are no better . . . but you just can't buy better sheets, no matter what you pay!

*For all-round value, ask your favorite store for Peeress Percales. White, and five flattering "personality colors"! Pepperell Manufacturing Company, Boston, Massachusetts.*

**YOU JUST CAN'T BUY MORE EXQUISITE,  
LONGER-WEARING AMERICAN PERCALES  
... AT ANY PRICE!**



**PEPPERELL PEERESS**



*Percale Sheets*  
FINEST ALL-COMBED-YARN PERCALE



**Announcing**

# Golden Grid men's jewelry

You're on the beam for smartness and good taste when you wear the new Golden Grid! From coast to coast this gleaming accessory jewelry is getting a wonderful reception from style-wise men.

Golden Grid, a favored gift for graduation, for Father's Day, for birthdays.

- A. Chain tie holder 3.95. Matching cuff links 9.95 pr.
- B. Bar tie holder 6.95. Matching cuff links 9.95 pr.
- C. Monogram tie holder 7.95. Matching cuff links 9.95 pr.
- D. New "Golden Mesh" watch band in the colors of yellow, pink or white gold. New twin-lock clasp 12.50
- E. Monogram tie holder 8.50

SIRNAME Key chain. KREISLER QUALITY in the color of yellow gold 13.95. In sterling silver 12.50. Also available in 14 Kt. gold. (Pictured about 1/2 actual size.)

All styles shown in ENDURING KREISLER QUALITY.  
LOOKS BETTER! WEARS BETTER! IS BETTER!  
At fine stores everywhere.

Prices include Federal Tax

# Jacques Kreisler

World's largest makers of jewelry watch bands for men and women  
Insist on Kreisler. Accept no substitutes.





More people  
use Morton's  
...it does so much  
for flavor!



Plain or Iodized



When it rains it pours!



At your grocer's, you will probably find big displays of Morton's Salt near the crisp radishes and other spring vegetables you enjoy so much. Look for the familiar round blue Morton's Salt package... more people do. This is the hundredth year Morton has served American families with salt.





## Talk About Entertainment!...

IT MAY NEVER AGAIN BE POSSIBLE  
TO COMBINE THE RARE ACADEMY AWARD INGREDIENTS  
THAT WENT INTO THE MAKING OF THIS  
MOTION PICTURE EVENT.

**BING CROSBY**, as a very American traveling salesman who (selling the first phonograph) hies himself to old Vienna, to the very court of the Emperor Franz Josef himself, where the gayest, most class-conscious aristocracy of yesterday's Europe is having THE Clambake of The Year . . .

**JOAN FONTAINE** as the Countess Stoltzenberg von Stoltzenberg. Her beauty is merely breath-taking. From the tip of her parasol to the tail of her French poodle, she is The Thorough Aristocrat. Only a Countess so very sure of her blood lines could have dared be as gossip-defying.

**CHARLES BRACKETT and BILLY WILDER**—Theirs is the producer-director gift of wit, satire, irony—and the unusual ("The Lost Weekend" bears witness). Casting their foxy attentions upon "That Society" which was so sure it had solved all its problems it could just devote itself to wine, women and song, they create inspired havoc.

**MELODY**—Songs come and go but the songs Bing Crosby, the traveling salesman, sings to the Viennese Countess combine the lilt of America with the schmaltz of Vienna; they will return to you, endearingly, through the years, even as the mountain echo faithfully returns to the yodel.

**TECHNICOLOR**—The Court of the Emperor Franz Josef; the natural, mountainous splendor of the Tyrol; spectacle and scenery filmed with a truly lavish magnificence.

**ROMANCE**—The Countess' French poodle, proud possessor of imposing lineage, falls violently, unreasoningly in love with the Traveling Salesman's gum-chewing mongrel. It would only be funny—except for the confusing fact that the Countess plays fast and loose with the mongrel's master.

**THEME**—As old as human nature, as new as the values we still seek—the ironical but timeless and never finished tale of how love demolishes class distinction, told in a flurry of lifted eye-brows and a rustle of tongues-in-cheeks.

PARAMOUNT gives you all this in...

# "The Emperor Waltz"

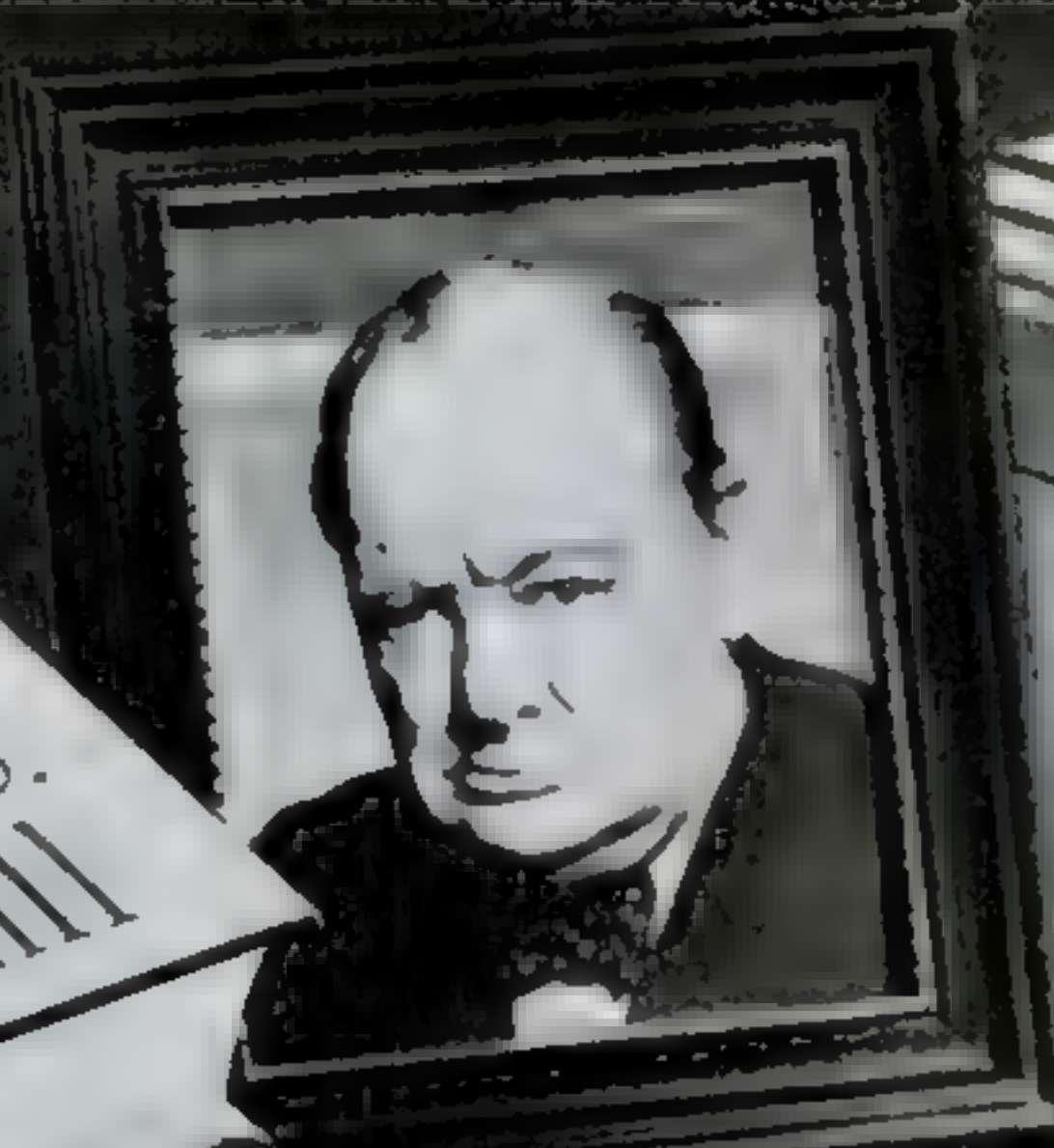
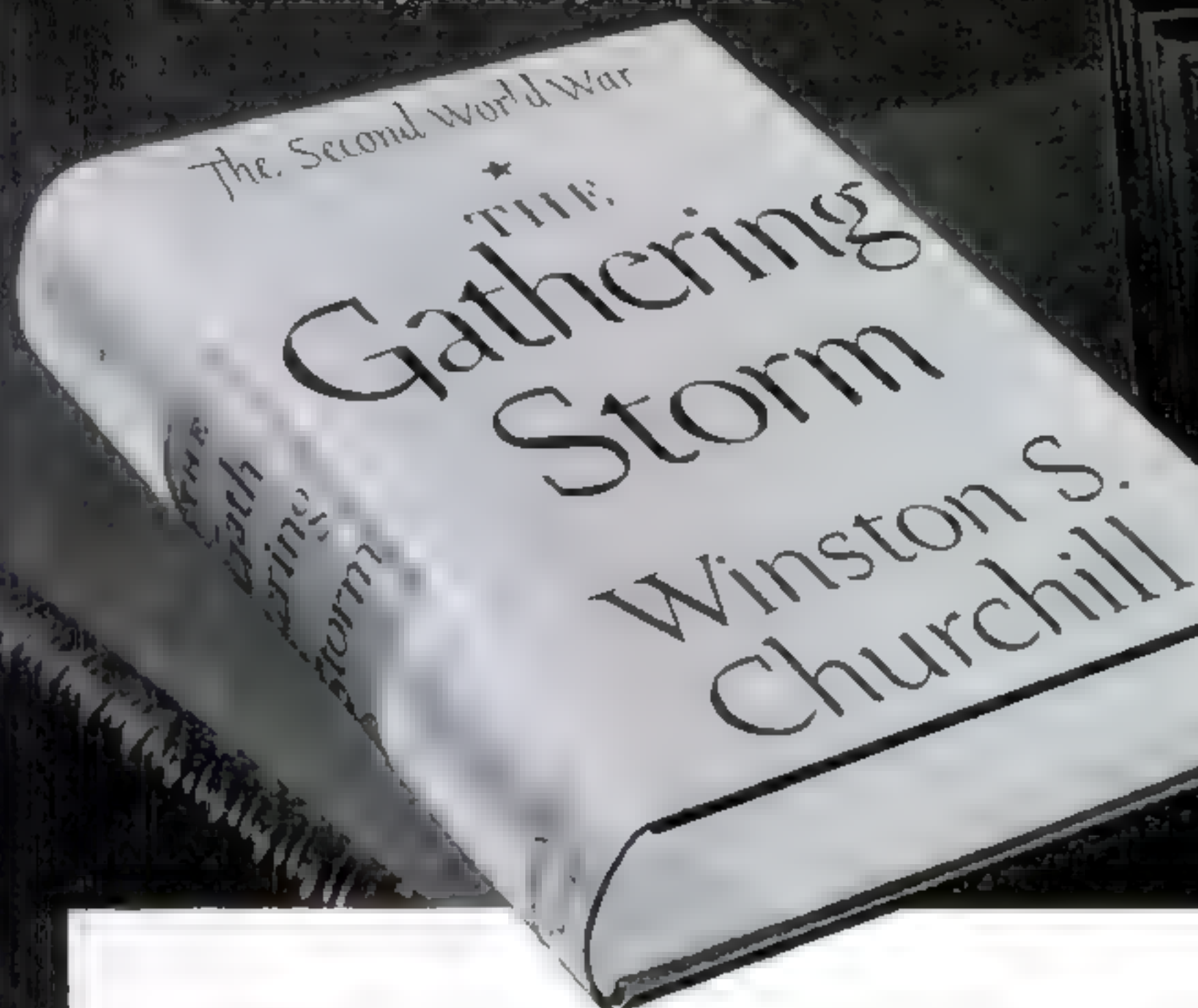
starring BING CROSBY • JOAN FONTAINE

Color by Technicolor • with Roland Culver • Lucile Watson • Richard Haydn  
Harold Vermilyea • Produced by Charles Brackett • Directed by Billy Wilder  
Written by Charles Brackett and Billy Wilder



The JULY Book-of-the-Month... the full first volume of WINSTON CHURCHILL'S WAR MEMOIRS

Released for sale June 21st



"So long as the English language is understood  
this will probably be read"—From a New York Times editorial

THE PORTIONS THAT HAVE APPEARED IN LIFE WERE AN  
ABRIDGED VERSION OF MR. CHURCHILL'S COMPLETE WORK

GET YOUR COPY OF THIS BOOK FROM THE  
BOOK-OF-THE-MONTH CLUB, AND AS A NEW  
MEMBER YOU WILL BE GIVEN **Free**

## THE WORLD'S GREAT THINKERS

In Four Volumes • Boxed  
Retail Price \$10.00

From the works of PLATO and ARISTOTEL and  
CONFUCIUS to those of FREUD and ROUSSEAU—  
the philosophies that men live by, in them  
you will find wisdom and guidance from over forty  
of the world's greatest thinkers, in writings as impor-  
tant and as important today as they ever were.

THIS is the full beginning volume (800 pages) of the long-  
awaited history of the Second World War, from the one person  
in the world best fitted to write it. It will surely take its place among  
the great historical writings of all time. Its importance cannot be  
overestimated. No one of us can hope to understand fully the momen-  
tous times in which we have had the destiny and privilege to live,  
without reading this book. At the same time, as pure reading, its  
fascination can hardly be excelled. For men and women of today this  
book is like obtaining, to be treasured forever for one's children and  
their children, Gibbon's *The Decline and Fall of the Roman Empire*  
when that memorable work was first published.

IN all probability you have intended to buy this  
great book of Winston Churchill, and—as in  
the case of so many new books—you are likely to  
neglect to do so through sheer procrastination,  
and confess sadly to friends months hence, "I  
never got around to reading it."

This advantageous offer is made frankly to  
induce you to overcome that procrastination and  
order the book now. At the same time it shows  
the marked advantages of belonging to the Book-  
of-the-Month Club.

You keep yourself from missing the books,  
like this one, you want to read. You buy from  
the Club *only those you want*—no others. And  
you have a wide choice, from forty to fifty books  
a year. For, in addition to the Book-of-the-Month

selected by the Club's five judges each month, the  
Club makes available many Special Members'  
Editions of important books.

Your only obligation is to buy *at least four* of  
these in any twelve-month period. You pay no  
more than the publisher's retail price, frequently  
less. That is all you pay—there are no fees or  
dues; and for every two such books you buy you  
receive one of the Club's book-dividends.

These are fine library volumes, like this four-  
volume set offered to you here, as a demonstra-  
tion. Last year the Club's members received  
\$46,000,000 worth of free books. Is it not good  
sense to join the Club now, and share in the  
book-dividends, at the same time paying less for  
the books you want than you would otherwise?

\*Trade Mark of the Book-of-the-Month Club, Inc.

BOOK-OF-THE-MONTH CLUB, Inc.,  
385 Madison Avenue, New York 17, N. Y.

Please enroll me as a member of the Book of the Month  
Club.\* I am to receive, free, the four-volume set of  
THE WORLD'S GREAT THINKERS with the purchase of THE  
GATHERING STORM by Winston Churchill, and thereafter  
for every two selections, or Special Members' Editions, I  
purchase from the Club, I am to receive, free, the cur-  
rent book dividend then being distributed. I agree to  
purchase at least four Monthly Selections—or Special  
Members' Editions—in the Club each full year I am a  
member, and I may cancel my subscription any time  
after purchasing four such books from the Club.

Name .....  
(Please Print Plainly)

Address .....

City ..... State .....

Book prices are slightly higher in Canada, but not for single Canadian members  
without an extra charge for delivery. Book of the Month Club, Inc., Canada.

PRE-PUBLICATION PRICE \$5.00. After publication the retail price will be \$6.00

Orders received from this advertisement will be filled at \$5.00



# Have Fun on your feet with **Keds!**



**BIKE** makes a boy pedal-happy. Special sole has a fine grip—the Shockproof Arch Cushion gives support just where it's needed. Keds help a youngster have fun on or off his bike.



What a **MOCCASIN!** It has breathable upper with crepe soles. Cushion platform. Sand with brown, all brown or blue with natural trim. Men's, Boys', Youths' Sizes.

**Keds**

*The Shoe of Champions*

MADE ONLY BY

**U.S. RUBBER**  
SERVING THROUGH SCIENCE

UNITED STATES RUBBER COMPANY

**FESTIVE**, a Young Crowd Wedgie with candy stripes, has foot-happy style. Comfort, too, in the cushioned platform, crepe outsole and cool open uppers. Red, white or blue trim.

## KEDS SHOCKPROOF ARCH CUSHION

SHOCKPROOF  
INSOLE

CUSHIONED  
HEEL

**Only Keds Have ALL These Features:**

- Scientific Last lets toes grip for action
- Slanted two-piece tops; won't bind
- Smooth inside construction
- Balanced toughness throughout
- Traction Soles; non-marking
- Pull-proof eyelets
- Wash clean with soap and water

They're not Keds unless the same Keds appears on the shoe



## LIFE

EDITOR-IN-CHIEF . . . Henry R. Luce  
PRESIDENT . . . Roy E. Larsen  
EDITORIAL DIRECTOR . . . John Shaw Billings

### BOARD OF EDITORS

Daniel Longwell . . . CHAIRMAN  
Joseph J. Thorndike, Jr. . . . MANAGING EDITOR  
Wilson Hicks . . . EXECUTIVE EDITOR  
Edward E. Thompson . . . ASSISTANT MANAGING EDITOR  
John K. Jessup . . . EDITORIALS  
Charles Tudor . . . ART DIRECTOR

Joseph Kastner, Robert Coughlan,  
Philip H. Wootton, Jr., Oliver Jensen,  
Sidney L. James, Fillmore Calhoun.

### SENIOR WRITERS

Noel F. Bush, John Chamberlain,  
Charles J. V. Murphy, Winthrop Sargeant.

### ASSISTANT EDITORS

Herbert Brean, Gene Cook, Martland Eddy,  
Ernest Haverman, John Jenkinson, Rich-  
ard W. Johnston, Sally Kirkland, Kenneth  
MacLeish, Donald Marshallman, Tom Pri-  
deaux, Lilian Rixey, Maria Sermolino, John  
Thorne, Margot Varga, A. B. C. Whipple.

### REPORTERS

Earl Brown, Robert Campbell, Frank  
Chapman, John Dille, Lee Ellington, Gene  
Farmer, John Haverstick, John Kay, Jeanne  
Perkins, Colea Plunney, John Purcell, Irene  
Saint, Claude Stanush, Robert Wallace,  
Bishop White.

### RESEARCH STAFF

Marian A. MacPhail . . . CHIEF  
ASSISTANTS: Jo Sheehan, Joan Werbur,  
Valerie Vondermuhl, Helen Douell.

**RESEARCHERS:** Jade Arthur, Mary Augus-  
tine, Constance Balington-Smith, Mary  
Elizabeth Barber, Margaret Bassett, Nancy  
Bean, Patricia Beck, Mathilde Benoit, Ines  
Bunodono, Tom Carmichael, Kay Doering,  
Hilda Edson, Phyllis Feldkamp, Constance  
Fonk, Nancy Genet, Ted Hecht, Shirley  
Hertz, Marjorie Iseman, Edward Kern,  
Marion Kresselman, Mary Lanthier,  
Jeanne LeMonnier, Joan Lewine, Geraldine  
Lux, Hildegard Maynard, Joann McQuil-  
ton, Jacqueline Parsons, Joan Paterson,  
Doris Pollen, Norman Ross, Dorothy Sei-  
berling, Kathleen Shortall, Jacquelyn Snow,  
Dana Solomon, Joanne Stahl, Lucille Stark,  
Margaret Swape, Rachel Tuckerman, Eliza-  
beth Van Dyke, Jane Wilson, Momen  
Wyatt, David Zeitlin.

### PICTURE BUREAU

Executives: G. W. Churchill, Robert  
Corvin, Ray Mackland, Dorothy Hoover,  
O. A. Graubner, Alina Egginton.

**PHOTOGRAPHERS:** Jack Birns, Cornell Capa,  
Edward Clark, Ralph Crane, Loomis Dean,  
David Douglas Duncan, Alfred Eisenstaedt,  
Eliot Elisberg, J. H. Eyerman, N. R. Far-  
man, Andreas Feininger, Albert Fenn, John  
Fluere, Herbert Gehr, Fritz Gurn, Alan  
Grant, Bernard Hoffman, Martha Holmes,  
Yale Joel, Mark Kaufman, Dmitri Kessel,  
Wallace Kirkland, Nina Leen, Anthony  
Luick, Thomas McAvoy, Francis Miller,  
Ralph Morse, John Phillips, Michael  
Rougier, Walter Sanders, Frank Scherschel,  
George Silk, George Skadding, W. Eugene  
Smith, Peter Starck, Charles Steinbecker,  
William J. Sumita.

**PICTURE RESEARCHERS:** Muriel Ballard,  
Jane Bartels, Mary Carr, Margaret Gold-  
smith, Natalie Kock, Ruth Lester, Maude  
Milar, Helen Rounds, Margaret Sargent,  
Muriel Trebay.

### LAYOUT

Michael Phillips, Bernard Quint, William  
Gallagher, Hilde Adelsberger, Matt Greene,  
Earl Kersh, Anthony Kodaro, Frank Stock-  
man, Dorothy Watkins, Alfred Zingaro.

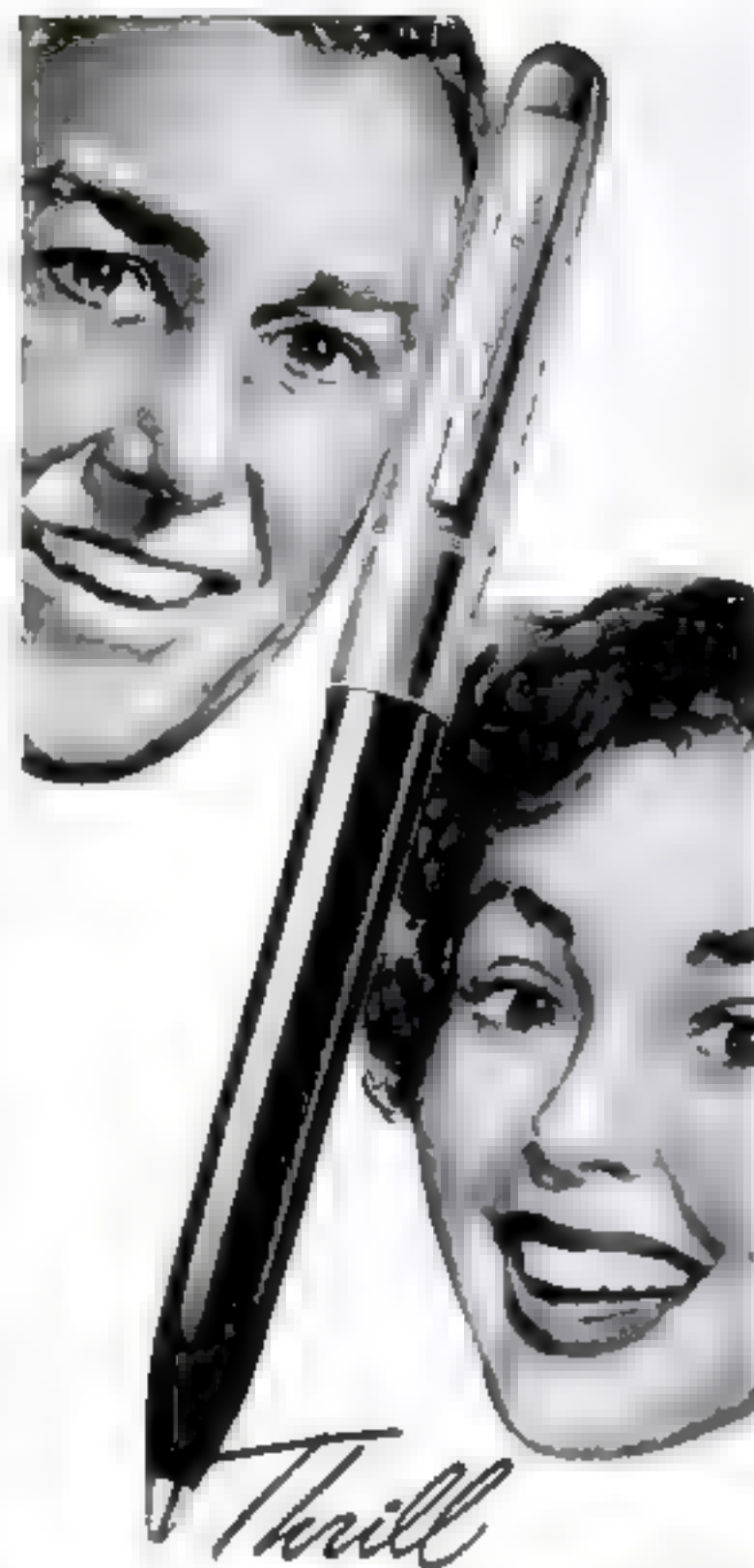
### NEWS SERVICES

**DOMESTIC:** David Hubbard (Chief), Helen  
Robinson, Dorothy Sterling, Jean Snow.  
**Foreign:** Washington: Robert T. Elson,  
Chicago: Penrose Scull, Los Angeles: Jack  
Beardwood. Correspondents: Washington:  
Lawrence Laybourne, Don Morris, Arthur  
Shay, Patricia South, Chicago: Hugh Mc-  
fett, John Bryson, Helen Douglas, Arnold  
Sagaly, Los Angeles: Elmer Lower, Oliver  
Allen, Alice Crocker, Robert Drow, Atlanta:  
William S. Howland, Boston: Jeff Wylie,  
Richard Wilkes, Dallas: Holland McCombe,  
Milton Orshesky, Denver: Barron Beahm,  
Detroit: Fred Collins, San Francisco: Fritz  
Goodwin, Martin O'Neill, Seattle: Sidney  
Copeland.  
**FOREIGN:** Manfred Gottfried (Chief of Cor-  
respondents), Eleanor Welch, John Boyle.  
Bureau: London: John Oshorn, George  
Casturapi, Frances Lewson, Jane Hodge,  
Paris: Andre Laguerre, Barbara O'Connor,  
Mathilde Camacho, Bernard Frazell, Berlin:  
Emmet Hughes, Will Lang, Prague: Robert  
Low, Rome: George E. Jones, Moscow:  
John Walker, Cairo: Donald Hurst, New  
Delhi: Robert Neville, Shanghai: William  
P. Gray, Roy Rowan, Tokyo: Carl Mydans,  
Mexico City: John Stanton, Buenos Aires:  
William W. Robinson, Rio de Janeiro: Wil-  
liam W. White.

### PUBLISHER

Andrew Heskell

ADVERTISING DIRECTOR  
Shepard Spink



Dad and Grad with this

*Luxury Styled*

**ROLLIT**

only \$1 —yet writes  
like a \$15 pc

*3 Second Refill*



Only ROLLIT has it.  
Press pocket clip—  
Presto! Old refill slides  
out—thru the tip. Slide  
in new refill—OR NEW  
COLOR—without tak-  
ing pen apart!

*Action Poised*



No cap to remove.  
Thumb down—point's  
out! Thumb up—point's  
in—way in! Can't  
smudge purse or pocket.

*Ink Lasts Longer*



ROLLIT REFILLS are as  
long as the pen! Far  
more ink—it's super-  
brilliant Rollachrome.  
RED, BLUE or GREEN—  
35c each. Three for \$1

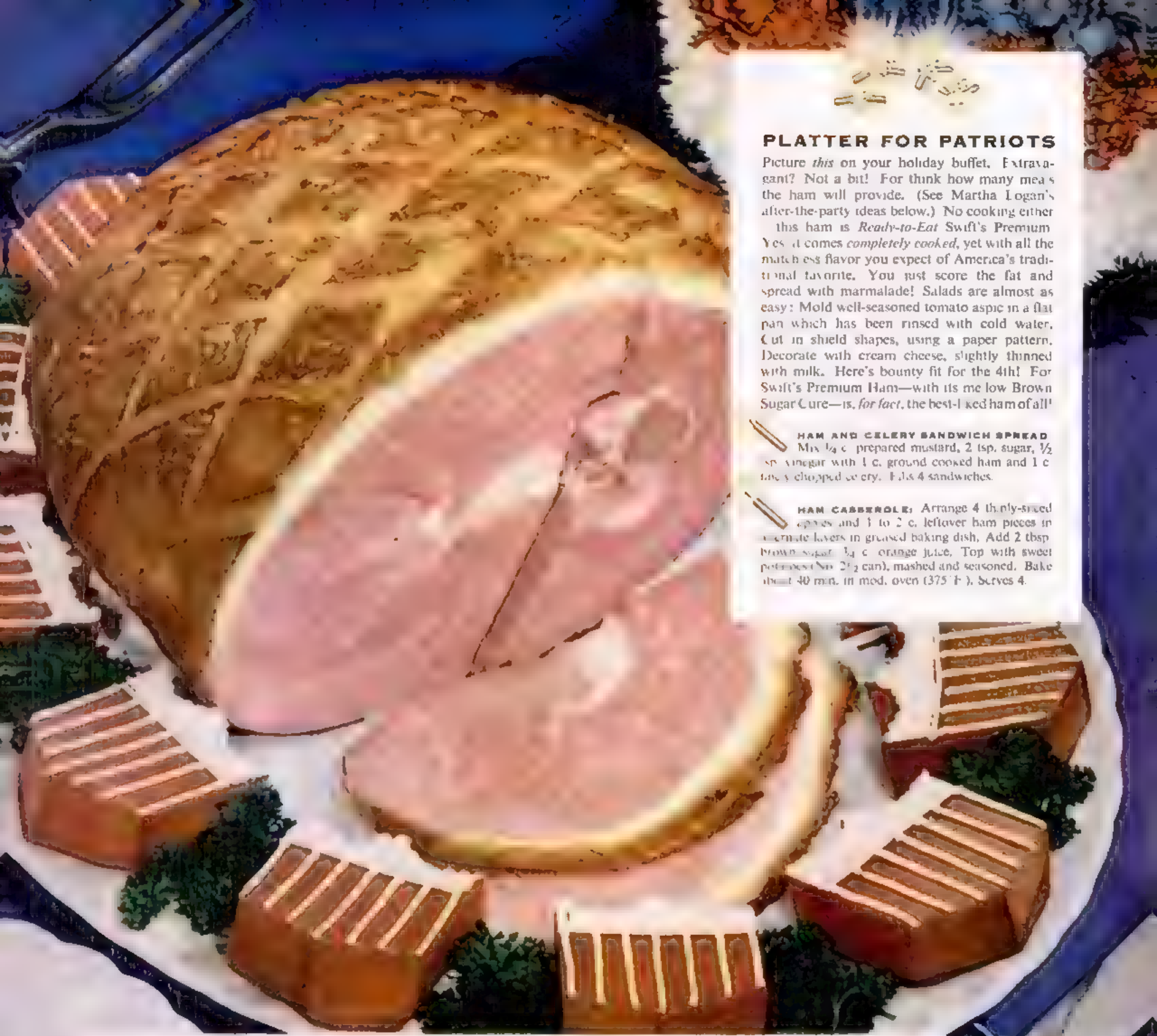
You give these exclusive advance-  
ments PLUS the smoothest, easiest,  
clearest writing ever known—when you  
give ROLLIT—world's first never-rip  
ball pen. At better pen counters.

**ROLLIT**

the pen you're proud to own or give \$1

Any repairs, any time 35c  
Mail pen to factory—48 hour service  
DIVERSEY MACHINE WORKS, Inc., Chicago 7  
In Canada, Rollit, Ltd., Brockville, Ont





## PLATTER FOR PATRIOTS

Picture *this* on your holiday buffet. Extravagant? Not a bit! For think how many meals the ham will provide. (See Martha Logan's after-the-party ideas below.) No cooking either.

This ham is *Ready-to-Eat* Swift's Premium. Yes, it comes *completely cooked*, yet with all the matchless flavor you expect of America's traditional favorite. You just score the fat and spread with marmalade! Salads are almost as easy: Mold well-seasoned tomato aspic in a flat pan which has been rinsed with cold water. Cut in shield shapes, using a paper pattern. Decorate with cream cheese, slightly thinned with milk. Here's bounty fit for the 4th! For Swift's Premium Ham—with its mellow Brown Sugar Cure—is, *for fact*, the best-tasted ham of all!

### HAM AND CELERY SANDWICH SPREAD

Mix  $\frac{1}{4}$  c. prepared mustard, 2 tsp. sugar,  $\frac{1}{2}$  sp. vinegar with 1 c. ground cooked ham and 1 c. finely chopped celery. Fill 4 sandwiches.

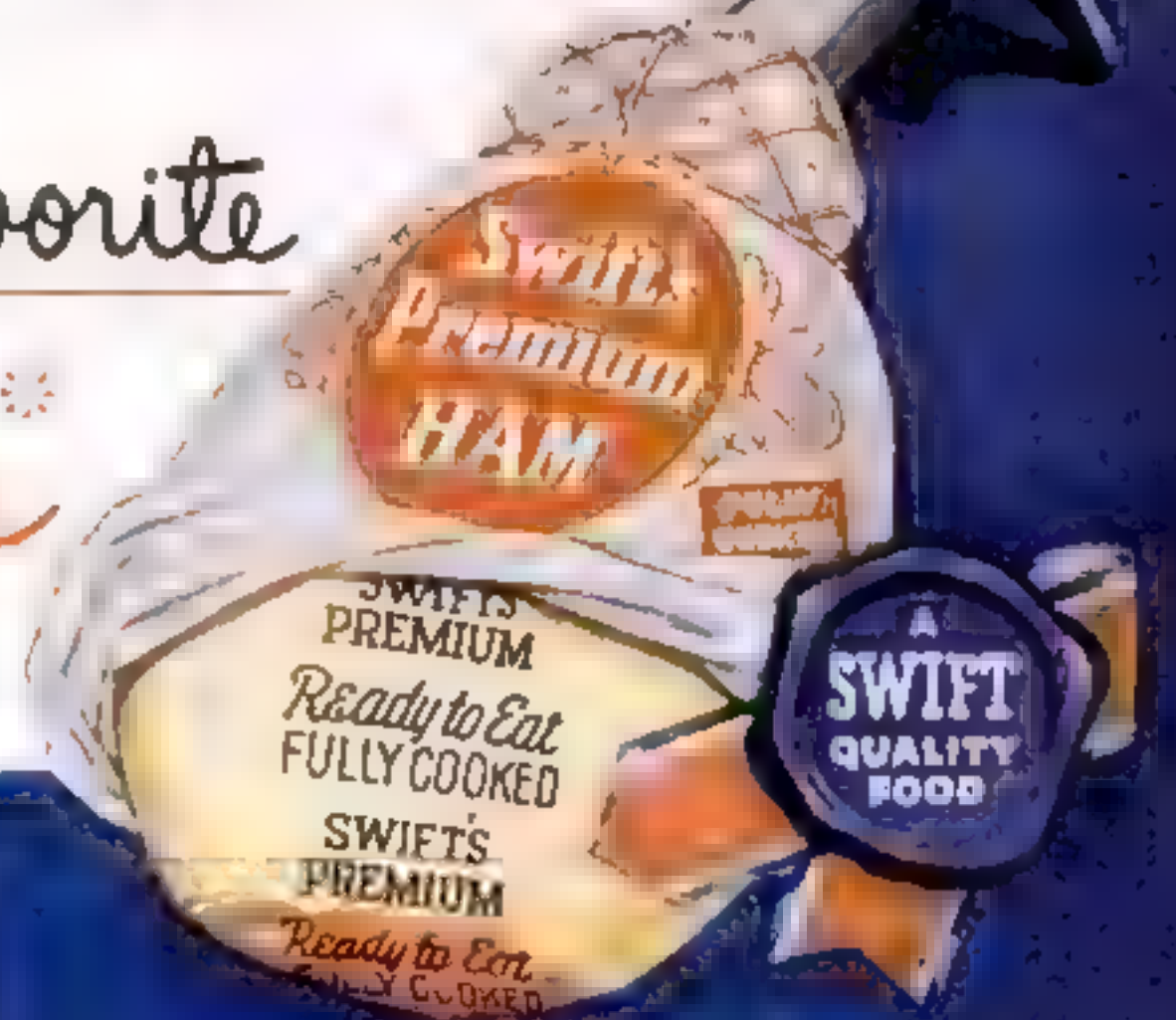
### HAM CABBEDGE

Arrange 4 thinly-sliced apples and 1 to 2 c. leftover ham pieces in alternate layers in greased baking dish. Add 2 tbsp. brown sugar,  $\frac{1}{4}$  c. orange juice. Top with sweet potatoes (No. 2  $\frac{1}{2}$  can), mashed and seasoned. Bake about 40 min. in med. oven (375° F.). Serves 4.

Holiday treat without heat...  
America's traditional favorite  
Swift's Premium Ham

READY-TO-EAT VERSION

2 STYLES! The Red Label brings you ham that's fully cooked—ready to eat. For easy cooking at home, look for the Blue Label. Both kinds are Brown Sugar Cured and smoked Swift's special way over genuine hardwood fires.





"Yes, I always use  
**KRAFT** Mayonnaise.  
Its flavor is so delicate,  
and so delightful."



*Women who are hard to please*  
prefer  
one special mayonnaise

A master blend of choice ingredients...  
Kraft Mayonnaise is made with fine oil  
and eggs, fragrant vinegar and spices,  
and *Fresh Lemon Juice*



*Decorative, 'different'* — and so deli-  
cious! Arrange lettuce on round chop plate. Cut 3 avocados  
in lengthwise halves, remove the seeds, and peel. Arrange  
them on the lettuce and fill each with a mound of tomato  
aspic made with chopped celery in it. Serve with Kraft  
*Kitchen-Fresh* Mayonnaise... and listen to the compliments!



**Kraft** Mayonnaise





There is always  
a **RIGHT** time...  
**HARVEL**



## DATE-O-GRAPH

What better time than Father's Day to give Dad a calendar for his wrist! The exclusive Harvel DATE-O-GRAPH tells month, date, day, hour, minute, second! 17 jewel movement, stainless steel case with exclusive Harvel Multi-Guard features: moisture-, shock-, and dust-resistant, anti-magnetic. \$55, Federal tax included. DATE-O-GRAPH is made only by the Harvel Watch Company.



### RIGHT for accuracy

Harvel Watches are the achievement of years of watch engineering and precision manufacture. They carry your jeweler's standard watch guarantee.

### RIGHT for beauty

Harvel watch cases are styled by the world's leading designers.

### RIGHT for price

Simply compare Harvel Watches for quality with any other watch—dollar for dollar. Harvel means value.

SOLD ONLY BY RELIABLE JEWELERS

# HARVEL

One of the World's Fine Watches

Write us for the name of the Harvel dealer in your city, if your own jeweler cannot supply you.  
Harvel Watch Company, Department 46  
Rockefeller Center, New York 20, N. Y.

# LIFE'S REPORTS



REFUGEES wait to board a CAT plane in Mukden rescue of 7,000.

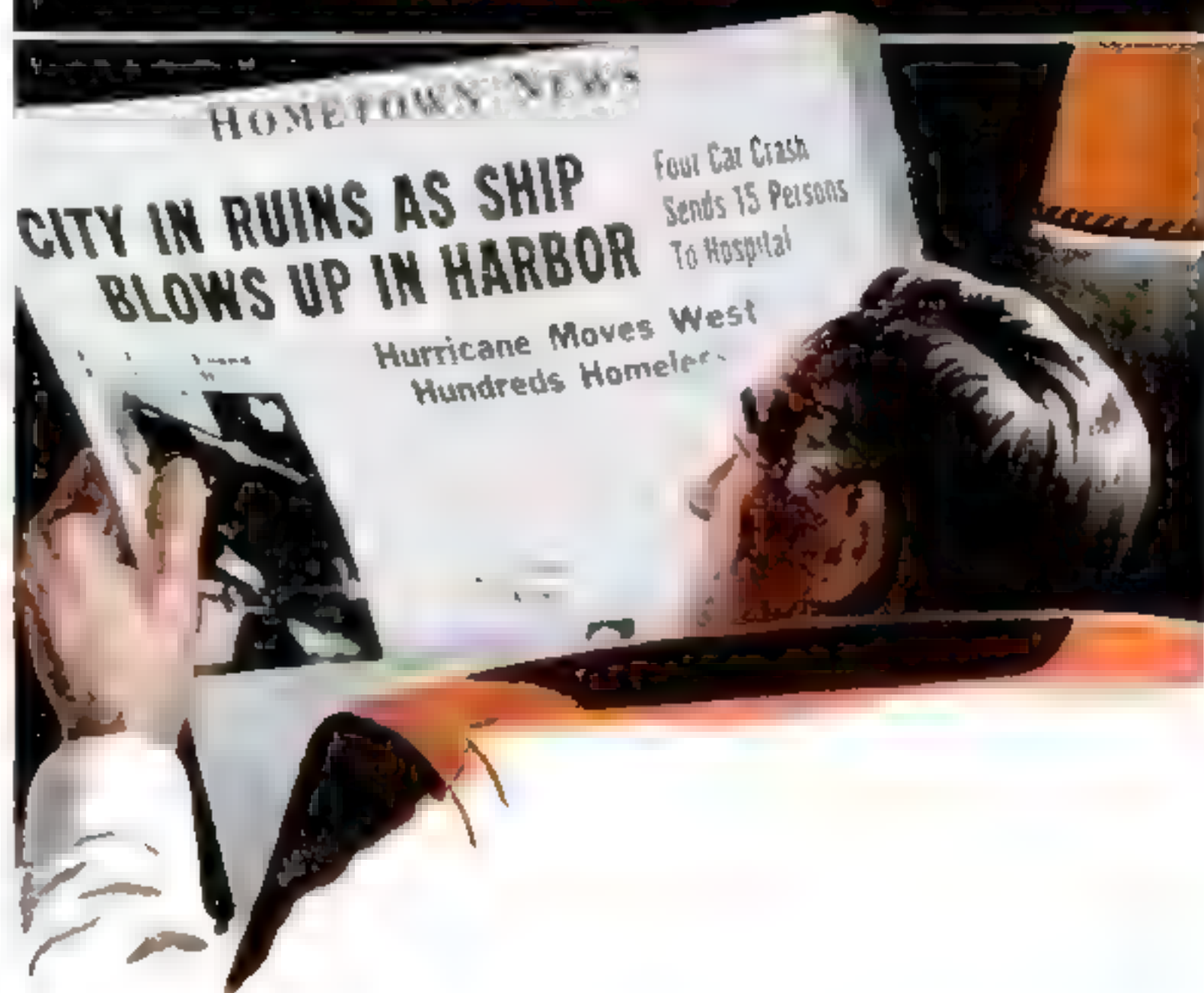
## CHENNAULT FLIES AGAIN

by WILLIAM P. GRAY

The newest and liveliest little airline in China is the one founded and run by General Claire Chennault, formerly head of the "Flying Tigers," and it is unquestionably the most rugged rough-and-tumble flying show in the world. Called CAT, for Civil Air Transport, it has now been in operation for a year, and for hard flying and hairbreadth escapes it is matched only by *Terry and the Pirates*, from the pages of which many of its young ex-Army, Navy or Marine Corps fliers might have sprung. CAT started out with 15 transport planes bought from surplus stocks, and its pilots flew some \$20 million worth of UNRRA supplies from Canton and Shanghai to China's remote interior in their first year of operation, bringing back such oddly assorted native cargoes as tung oil, silver bullion, hog bristles, goat-skins and honeydew melons planted from seeds distributed in 1944 by Henry Wallace. They totaled 13,456 hours of flying without a major mishap, but some of their operations would have made any normal airline man's hair turn white between take-off and landing.

Once, for example, when an engine failed, Pilot Robert

# Will you always be **LUCKY?**



**E**XPLOSIONS that tear towns apart . . . raging fires that devastate wide areas . . . windstorms that flatten whole city blocks—will these disasters *always* be in the next state, or the next county, or in the *other* end of your own community?

Deplorable and costly accidents you read about every day . . . security-shattering court judgments that follow carelessness . . . hospital and doctor bills that swallow savings—will the victim *always* be the other fellow?

Have you considered that any of these catastrophes could as easily have happened to you? Will you *always* be as lucky as you have been? Can you say with certainty how far disaster is from you *right now*?

Most of all, dare you *gamble* when the stake may be your home, your savings, your family's welfare and security? Dare you take a chance at all when complete insurance protection is available? The America Fore insurance man can protect you—in the country's strongest insurance companies. For the names of nearby America Fore agents write us at 80 Maiden Lane, New York 8, N. Y.



CONTINUED ON NEXT PAGE





\$1.69 with case

Tex and Jinx say  
 "See for Yourself how  
**AO POLAROID\*** Sportglas  
 does away with Reflected Glare!"

Ever see reflected glare? Of course you have! Look at any sunny flat surface—snow, pavement, water—through ordinary sun glasses. Note how the rays of the sun reflect back into your eyes. Then look directly at the same spot through AO Polaroid Sportglas. You will be amazed at the difference. All the blinding discomfort of reflected glare is eliminated... revealing unsuspected detail. Yet colors are shown in their true value. See for yourself! Try AO Polaroid Sportglas today.

How the Unique Polaroid Principle Blocks Reflected Glare

AO POLAROID SPORTGLASSES  
 FILTER REFLECTED GLARE



\*©Polaroid Corp.

American **AO** Optical  
 COMPANY

IF IT'S MARKED  ...IT'S SMARTLY STYLED. OPTICALLY CORRECT.

# LIFE'S REPORTS CONTINUED

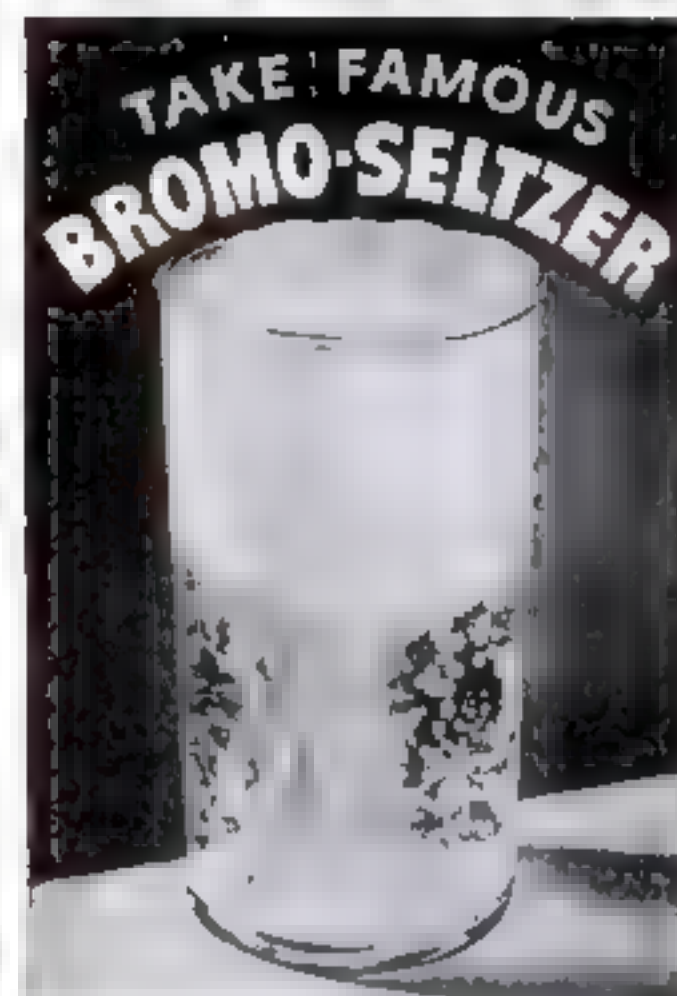
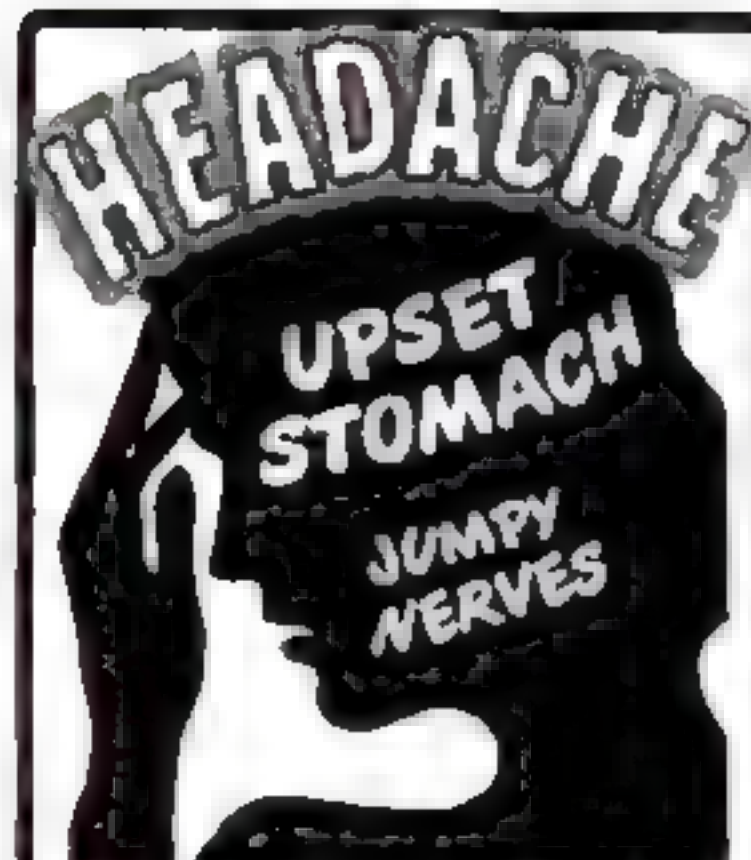
Rousselot kept his plane aloft only by ditching \$48 billion (about \$1.5 million U.S.) worth of Chinese banknotes which he was hauling for the Central Bank of China. The bank ultimately recovered about \$12 billion; the rest of it, fluttering down into the unbelieving hands of Kweichow Province peasants, disappeared.

Another job, called by the pilots "Operation Bo-Peep," required the hauling of 625 New Zealand sheep by air from Nanking to Lanchow and Peiping for UNRRA. Said one pilot, "It was easy when you didn't have any rams aboard. Most of the passengers were ewes, and we had to haul them in mating season." On take-off, with the airplane as fragrant as a corral in Wyoming, the sheep leaned forward like sailors into a stiff wind, relaxing again when the plane leveled. Occasionally they jumped a rear fence and wandered around in the tail of the C-46, making the plane drag and sway until the copilot herded them forward once more.

Just before the North China railroad junction city of Shihchiachuang fell to the Communists last November, Chennault's fliers moved out 200 orphaned children, 63 Trappist monks and eight cows which the refugees insisted on taking. One flight from Shihchiachuang produced a unique hazard: a cow broke out of its corral of cotton bales and wandered into the cockpit; she was shoved and pulled (by the tail) back into place with considerable difficulty.

More recently one plane nosed over in a short-field landing at Mukden during CAT's most spectacular undertaking—the evacuation of 7,000 Chinese civilians in 42 days from that beleaguered Manchurian city. But nobody was injured, and the plane was later repaired. A more nerve-racking experience fell to Captain Ernest Loane one day in April over northwest China. At 8,000 feet he learned that a Chinese passenger was about to have a baby. He took his plane up to 11,000 for calm flying, and the woman delivered a healthy child. When they reached Lanchow, she walked off the plane unassisted.

Chennault's transports until recently were marked with a tiger kitten on the nose, a decoration linking the memory of the Flying Tigers with the present arduous life of the CAT.



Three-way distress calls for three-way relief. So when headache, upset stomach and jumpy nerves all hit at once, take Bromo-Seltzer. It fights ordinary headaches three ways:

1. Relieves pain of headache
  2. Relieves discomfort of upset stomach
  3. Quiets jumpy nerves
- all of which may team up to cause trouble.

Simply put teaspoonful in a glass and add water. Bromo-Seltzer effervesces with split-second action... ready to go to work at once. Caution: Use only as directed.

Get Bromo-Seltzer at your drugstore, fountain or counter today. Compounded in four convenient home sizes by registered pharmacists.

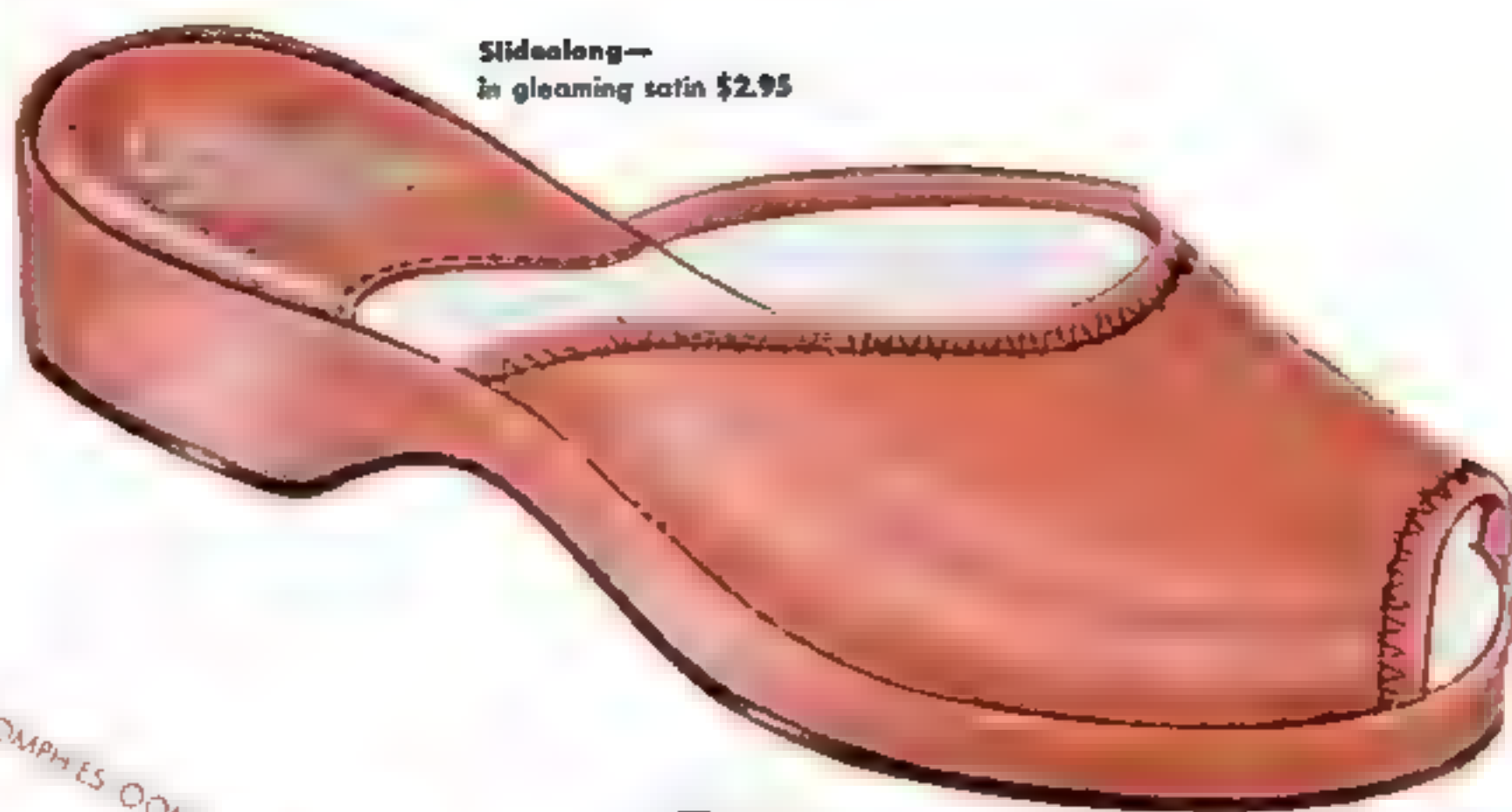


For **FAST** headache help  
**BROMO-SELTZER**  
 A PRODUCT OF EMERSON DRUG COMPANY SINCE 1887

CONTINUED ON PAGE 18



# 3 smart, pretty *Oomphies* at 2.95 and 3.95



Slidealong—  
in gleaming satin \$2.95



Melody—  
in gleaming satin \$3.95



Kid Shimmer—  
in soft, pliable kidskin \$3.95

These prices make OOMPHIES simply irresistible . . . Refresh your own slipper wardrobe for vacation, and round the house wear. Give OOMPHIES to brides and graduates . . . they'll love them. Be sure you get OOMPHIES . . . your guarantee of superb quality is the famous name on the heel! Choose from black, red, royal, light blue.

These are  
the comfort features  
only. *Oomphies*  
have...



① an inside platform of Arm-strong cork with the famous Oomphies crown bottom leather sole.

② a hidden steel shank to give support and longer wear!

③ the famous Oomphies cushion heel seal.

OOMPHIES are lined in color-fast Peppercell Rayon.



Petti-point



Quilting Party



Bareback

These and other  
OOMPHIES styles  
from \$2.95 to \$10.95.

At better stores from coast to coast . . . Write us, we'll tell you where. OOMPHIES, INC.  
137 Varick Street • New York 13, New York

*Oomphies*



# I Wear False Teeth

yet my mouth feels  
fresh, clean and cool

## No "DENTURE BREATH" for me\*



\*"Every day I soak my plates in a solution of Polident and water. My mouth feels clean and cool... and no Denture Breath!"

Mrs. R. F. M., Denver, Colo.

WHEN plates taste bad—feel hot and heavy in your mouth, watch out for "Denture Breath", the oral disturbance that comes from improper cleansing. False teeth need the care of a special denture cleanser—POLIDENT. Safe, easy, quick, Polident leaves your plates feeling clean, cool and fresh. No fear of offensive "Denture Breath".

And remember, Polident keeps your false teeth more natural looking—free from offensive odor, too. For a smile that sparkles, for a mouth that feels cool, clean and fresh—soak your plates in Polident every day.

Polident comes in two sizes—regular and large economy size—available at all drug-stores. It costs only about a cent a day to use, so get a can of Polident tomorrow, sure.



### NO BRUSHING

Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.

# POLIDENT

RECOMMENDED BY MORE DENTISTS THAN ANY OTHER DENTURE CLEANSER

**LOOSE  
FALSE  
TEETH?**

**Amazing New Cream  
Holds Tighter, Longer**  
than anything you ever tried  
or double your money back

**POLI-GRIP**  
Made and Guaranteed by  
**POLIDENT**

## LIFE'S REPORTS CONTINUED

This has been changed to a simpler insignie built around the Chinese character for "civil." A few of his Flying Tigers are still with Chennault, among them Ace Joe Rosbert, who shot down seven Japs and is now CAT director of operations. Most of the pilots, though, are newer fliers, and like other Americans on China's two bigger airlines they confess to one great lure—money. While they might be making \$300 a month as co-pilots in the U.S., they can quickly average \$1,500 monthly as first pilots in China, and this without taxes since China's income tax is virtually nothing and U.S. taxes are eliminated by their residence abroad.

The recent rescues at the walled city of Weihsien, a rail center in Shantung Province, topped the resplendent list of CAT's wacky adventures. In Chennault's absence from China the rescue operation was directed from the U.S. Marines' air station at Tsingtao by Vice President "Whitey" Willauer.

One day early in April, six hours after two of Chennault's American pilots had flown to Weihsien on a business mission, a Red army unit suddenly struck outside the city walls, cutting off even the nearby airfield. The Americans, Captain Alvin L. Burridge, CAT's northern manager, and First Officer John R. Plank, started planning their own rescue. They scraped out a meager 400-foot "landing strip" for light planes inside the city. It had a dog-leg turn in it, and it was necessary to fly between two buildings 50 feet apart on take-off. Nevertheless another of Chennault's pilots, Richard B. Kruske, landed the first rescue plane, an L-5, and took Burridge aboard. On take-off one wing hit a building, and the L-5 crashed. Neither Kruske nor Burridge was injured, but that left a new total of three to be rescued.

The three stranded Americans started building a longer runway. On the following day Captain Edwin L. Trout flew in to try the new runway and broke his propeller. That made four to be rescued. A CAT transport showed up overhead and dropped a new propeller by parachute. With the new prop installed and all hands holding their breath the first rescue was finally accomplished—with Kruske at the controls and Burridge as passenger.

## FOR THE 1 MAN IN 7 WHO SHAVES DAILY

★  
A SPECIAL PREPARATION  
FOR SHAVING

★  
NO BRUSH

Modern life demands at least 1 man in 7 shave every day—yet daily shaving often causes razor scrape, irritation. To help men solve this problem, we perfected Glider, a rich soothing cream.

Glider protects your face while you shave. It enables the razor's sharp edge to glide over your skin, cutting whiskers close and clean without scraping or irritating. It's quick and easy to use. It needs no brush—and it's not sticky or greasy.

### TRY A TUBE AT OUR EXPENSE

Get Glider at your regular dealer's. Or send us your name and address—and we'll mail you a guest-size tube, enough for three full weeks, free. The J. B. Williams Co., Dept. LG-4, Glastonbury, Connecticut, U. S. A. (Canada: Ville La Salle, Que.) Offer good in U. S. A. and Canada only.

*Everett D. Hurlbut*  
PRESIDENT

## NEW CROSLLEY STATION WAGON



Smart styling. All steel. Seats 4, or 2 with 1/4 ton load. Priced \$600 to \$700 less than any other station wagon, costs about 1/2 as much to run. Typical owner's report:

William P. Outten, Chesterfield, Missouri, drove his Crosley 3,721 miles, averaged 41 miles per gallon of gasoline. Total cost \$23.21.



Convertibles: If you love sun and air.

Power Delivery: Full 1/4 ton capacity.



Sedan: Over 20,000 now on the road.



Pickup: Cuts service and delivery costs.



Sports-Utility: Rear seat obtainable. Lowest priced Crosley—\$130 less than station wagon.



**CROSLLEY**  
a FINE car

For beautiful full-color catalog, write: Crosley Motors, Inc., 2532-El Spring Grove Ave., Cincinnati 14, Ohio

CONTINUED ON PAGE 12





Textron's golf-print rayon pajamas, about 8.50 • Matching boxer shorts, about 2.00

## Let the King have his fling in **TEXTRON** Menswear

Admit it . . . the guy deserves a little coddling. And more than a little comfort. So latch on to Textron Menswear for a papa's day gift. Watch him beam over those roomier armholes, those longer trousers in Textron pajamas. The famous "parachute seat," that soft, non-restraining elastic in Textron boxer shorts. The elastic inserts at the sides of Textron gripper fastener shorts! Pajamas about 5.00 to 10.95. Shorts about 1.25 to 2.00—at leading stores throughout the country.

TEXTRON INC., Textron Building, 401 Fifth Avenue, New York 16, N. Y.

**TEXTRON**

REG. U. S. PAT. OFF.

Printed rayon pajamas, about 10.95

WOVEN & TRICOT LINGERIE • BLOUSES • HOSTESS COATS • MENSWEAR





By Royal Decree  
**FATHER**

is hereby Proclaimed a

**Golden Knight**

**F**or judgment stern but ever fair, for wisest guidance in which we share, for a tower of strength in times of care, all hail to thee from ith and in. Accept this gift, thou noble ather, we offer it on bended knee, we dub thee "sir" from this day forward. Golden Knight by our decree.

**\$12<sup>95</sup>**

This magnificent decree (without advertising) is packaged with each Speidel Golden Knight.

Incl. Fed. Tax



**Speidel**



This Speidel Watchband makes the perfect Father's Day gift. At better jewelers everywhere. Speidel Corp., Providence, R.I.



In Various  
Lovely fabrics...

**WHITE**

BRASSIERES by

**Maiden Form**



It's good to know you can select White brassieres by Maiden Form in such fabrics as Satin, Linen and Nylon Marquisette as well as fine Broadcloth. \*"Allo-Ette" as shown, \$2.00 up; other styles, \$1.50 up.

® "There is a Maiden Form for Every Type of Figure!"

Send for free Style Folders: Maiden Form Brassiere Company, Inc., New York 16 N.Y.C.

**IF YOU LIVE IN  
AN ORANGE GROVE**  
you can make

**ORANGEADE**



like this

You'd pick only the select, tree ripe fruit, of course. Otherwise, you just order GREEN SPOT Orangeade—produced at the groves, delivered fresh bottled by your dairy to your home or store. A family favorite, try it!



Individual Bottle

5c

Family Bottle

15c

In most places

**REAL ORANGEADE**  
Ask your Milkman or Grocer

# LIFE'S REPORTS CONTINUED

Now only two remained in Weihsien.

A few hours later Captain Rousselot of banknote fame landed another L-5, borrowed from the Marines at Tsingtao. Close behind came a young man from Illinois named Marshall Staynor, flying a Piper Cub. Once again Weihsien held four Americans—Plank, Trout, Rousselot and Staynor—but they had two airplanes among them. While Weihsien watched, Staynor took Trout aboard, buzzed down the rough, new 600-foot runway—and made it. Now only Plank and Rousselot remained. Rousselot, a big man, took a lightweight passenger, a Chinese traffic manager, aboard his L-5. All alone Plank watched. The runway was not long enough. Rousselot, one of CAT's best pilots, piled up the L-5 at the end of the airstrip. Score: two pilots stranded again, no airplanes.

Staynor and his Cub tried to remedy this situation by returning a couple of hours later. The Cub settled down, bounded along and—wham!—broken propeller. From a transport overhead came another prop by parachute, and the Cub was repaired. This time Plank tried, without a passenger, and succeeded, leaving Weihsien for the first time since he and Burridge had started the whole adventure. Rousselot and Staynor were still there, but Kruske came back for Staynor. That left Rousselot, alone and in greater jeopardy than any of them.

It was then that one or more CAT transports took off from Tsingtao with a cargo, the exact nature of which is obscure. Shortly after on this dramatic night there were transport planes over Weihsien dropping flares and other, noisier objects. General Chennault's office has studiously underplayed the rescue, saying officially that some of the boys dropped a few beer bottles along with the flares—just for effect.

In any event, in the clear light of the following morning it was observed that the situation was easier around Weihsien. The Communists had not yet entered the city. Staynor flew a Cub in, and Kruske took in an L-5. Both landed safely. The big man, Rousselot, got into the Cub alone. Both planes took off safely. The Weihsien rescues were concluded. A few days later the Communists took the city.

"You can get away  
with **ANYTHING....**  
if you've got the  
**VELVET TOUCH!**"

*Anything???*



Rosalind's the star of the year as Broadway's most glamorous actress... who played her most exciting scenes—off stage!

It's the private life of a public idol... revealed with a world of sparkle, laughter and suspense!

## Rosalind Russell **THE VELVET TOUCH**

A FREDERICK BRISSON PRODUCTION

also starring

Leo Genn • Claire Trevor

Sydney Greenstreet

LEON AMES • FRANK McHUGH • WALTER KINGSFORD • DAN TOBIN

Directed by JOHN CAGE • Screenplay by LEO ROSTEN

An RKO-Radio Release







GREER GARSON TAKES A DEEP BREATH AND EXTENDS HER LEG AS SHE BEGINS A DIFFICULT BALANCING TRICK IN "JULIA MISBEHAVES"





FOUR PARTNERS SUSPEND A TRANQUIL GREER GARSON IN MID-AIR

## ***SPEAKING OF PICTURES...***

**... HERE IS GREER GARSON AS AN ACROBAT IN TIGHTS**

These pictures showing Greer Garson being manhandled like a sack of meal represent a considerable departure for an actress who has made a career and a fortune out of playing noble and unhappy women. After watching her suffer everything from desertion (in *Random Harvest*) to bigamy (in *Desire Me*) Miss Garson's employers, Metro-Goldwyn-Mayer, recently decided that the combination of Greer and drear was wearing thin. They thought it might be a good idea for her to change her act and, for once, play something other than a woman who weeps gently in the close-ups and obviously belongs to a garden club. Consequently in a forthcoming movie called *Julia Misbehaves*, Miss Garson is cast as a raffish acrobat who performs high kicks and pratfalls in a manner calculated to make Mrs. Miniver drop her teacup in shock. Judging from these pages, Garson in tights should be a refreshing change from Garson in tears. To see some similar radical character changes on the part of male actors, turn the page.



AFTER HER TURN ACROBAT GARSON COMES FORWARD FOR A BOW



JITTERY BUT STILL SMILING, SHE CLIMBS TO A SHOULDER STAND



# Bill's wife puts him in high gear



7 A.M. "The way I feel this morning shouldn't happen to a greyhound!" moans Bill, the cross-country bus driver. "I need a laxative, I have a

splitting headache . . . I'm lopy—and I've got to roll at 9." "Sal Hepatica's the self-starter you need," his wife says. "Here!"



9 A.M. Here's Bill behind the wheel and sparking on all cylinders. As usual, Sal Hepatica, the sparkling saline laxative, brought quick, gentle relief. Taken first thing in the morning, it usually acts within an hour.

It also aids in counteracting excess gastric acidity and helps sweeten a sour stomach. Keep a bottle of Sal Hepatica handy! Don't risk feeling miserable all day waiting until bedtime to take a slow-acting laxative.

In a national survey, more than half the doctors recommended Sal Hepatica. Why not try speedy Sal Hepatica next time you need a laxative?

Ask your doctor why Sal Hepatica works so fast. He knows that because Sal Hepatica is a fluid bulk laxative, soft pressure is exerted to stimulate gentle, speedy action.

Whenever you need a laxative  
—take gentle, speedy  
**SAL HEPATICA**

TUNE IN: "MR. DISTRICT ATTORNEY"—Wednesday night, NBC Network  
"BREAK THE BANK"—Friday night, ABC Network

## SPEAKING OF PICTURES

CONTINUED

### MEN SWITCH TYPES TOO



**CLIFTON WEBB**, once the embodiment of elegance and poise, changes his act by unbending enough to crown an obstreperous child with a bowlful of oatmeal. This is a scene from *Sitting Pretty*, in which Webb plays a baby-sitter.



**SYDNEY GREENSTREET**, who specializes in portraying soft-spoken criminals, plays his first movie love scene in *Ruthless*, manages to look surprisingly like a hungry lover as he gives Lucille Bremer's limp hand a passionate kiss.



**EDWARD G. ROBINSON** takes his first screen bath in *Key Largo*. The picture above, however, is just a gag for the boys on the set. Robinson actually bathes in clear water, not bubbles, and packs a highball instead of a gut.





Painted for the Courtley Collection by Robert Riggs.

## *A great moment in masculinity*

In the 1932 Yankee-Cubs World Series, Babe Ruth with two strikes against him, pointed to the spot where he'd hit the next pitch for a home-run. And then he did it!

**A SURE HIT . . . WITH DAD!** A Courtley gift is the perfect gift for Father's Day . . . for Courtley products express to perfection the finest in masculinity. Daily use helps give the face a clean, magnetic, masculine air. And the handsome "permanent" containers last indefinitely, will thrill Dad every day for years. Look for superior Courtley products on counters and in windows of the best stores everywhere.

Combination sets in many colors to decorate the bedroom or bathroom. A complete line of men's grooming aids—cologne, hair dress, powder, deodorant cologne, soap, etc.

# Courtley

**MAGNIFICENT MEN'S TOILETRIES IN MATCHLESS CONTAINERS**

Courtley, Ltd., New York, Los Angeles



De Luxe Shave Bowl, 1 year size \$1.50  
De Luxe Men's Cologne, 6 month size, 23 carat gold-fired  
flagon \$5, Refill \$2.50, De Luxe Porcelain \$2.50; Refill \$1  
(Most prices plus tax)



De Luxe After Shave Lotion,  
Powder, Bowl \$5.75. Regular size \$3



De Luxe After Shave Lotion,  
Bowl \$3.75. Regular size \$2



De Luxe After Shave Lotion,  
Powder \$4.25 Regular size \$3



INCLUDES KELLOGG'S CORN FLAKES, RICE KRISPIES, PEP, SHREDDED WHEAT BRAN FLAKES, KRUMBLES, CORN-SOYA



## Mother Knows <sup>Kellogg's</sup> Best!

**WHO KNOWS BETTER** than Mom what cereals her family likes best, these spring days, for flavor, freshness and energy? *More Mothers buy Kellogg's Variety for their families than any other assortment!* Pick 'n' choose from seven famous favorites—every one ready, quick. Corn, wheat, rice—flakes, shreds, pops! Energy plus economy. And Kellogg's Variety includes...

**KELLOGG'S PEP**—famous "Sunshine Cereal"—so fresh, crisp and tasty. In a single bowlful is the day's need of sunshine vitamin D—and more vitamin B<sub>1</sub> than the good wheat it's made from! It's PEP month at your grocer's—he's displaying the thrifty big packages, too... Eat a Better Breakfast—start with PEP!





## LETTERS TO THE EDITORS

### TRIAL BY JURY

Sirs:

Your article on the jury system (Trial by Jury, LIFE, May 17) convinced me more than ever of the limitations of justice by the people. At one time justice was administered by the valid standard of the background and personal appearance of the accused. I protest the wanton imprisonment of Clifton Bowers, whose honest face and gentlemanly dress attest his innocence.

STEPHEN B. BAXTER JR.  
Harvard University  
Cambridge, Mass.

● The jurors based their verdict on the evidence presented, not on the appearance of the defendant.—ED.

Sirs:

... The evidence is conclusive all right—that Clifton Bowers was railroaded.

HARRY A. ACKLEY  
Kingsville, Texas

### UNION NOW

Sirs:

It was kind of you to say in your editorial (LIFE, May 10) that our arguments in favor of the U.S.'s forming a Federal Union of the Atlantic Democracies "bring it ever closer to the edge of realism." But you went far beyond any claims I have ever made when you called it a "panacea." That means, by my dictionary, "a universal remedy." One of the points that most distinguishes us from the United World Federalists and others is that we have always opposed, as impractical, the idea that America's free federal principles can be applied between nations universally now.

Nor have we Federal Unionists ever presented our policy as a cure for all the ills that afflict humanity. We say it is the best way to freedom, peace and prosperity. But even in these respects, we do not claim that it is fool-proof or easy....

Since I wrote *Union Now* we have suffered a second world war as the result of following policies that were deemed easier and more practical than the proposal for federal union which I made in my book. Since then we Americans have been trying to secure freedom and peace in still other ways that we thought would be easier—only to see another dictatorship spread and bring a third war ever nearer.

I feel sure you will concede that

our arguments were near "the edge of realism" even back in 1939 when I said on page 1 of *Union Now* that "its difficulties are greatest at the start; other ways that seem easier and more obvious to begin with grow increasingly hard and lead to frustration."

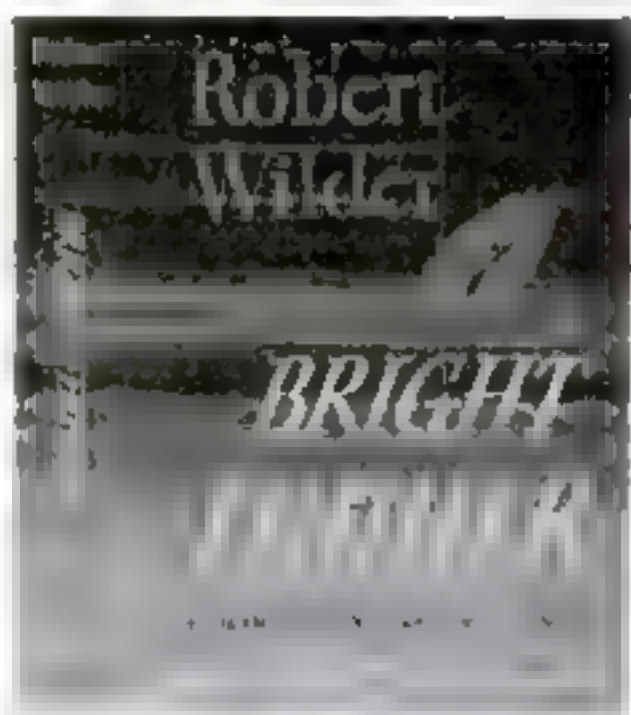
CLARENCE K. STREET  
President

Federal Union, Inc.  
Washington, D. C.

### LITERARY NECKLINES

Sirs:

Thank you for your timely warning. As soon as we got wind of the fact that LIFE was considering running a spread of jackets featuring book-cover



heroines with plunging necklines (Speaking of Pictures, LIFE, May 17), we did away with the enclosed "hussy" wrapper and substituted the simple one of propriety, also enclosed, for Robert Wilder's *Bright Feather*.

Having seen the spread, we blush at our representation with the *Red Morning jacket*.

MELVILLE MINTON  
President

G. P. Putnam's Sons  
New York, N. Y.

### UPSIDE-DOWN CARDS

Sirs:

Apparently not busy enough already, Mr. Edward C. Gaudreau, chief of the Special Program Section of the

CONTINUED ON NEXT PAGE

### SUBSCRIPTION ORDER FORM

Please send

**LIFE**

to:

Name (please print)

Address

City Zone State

☐ 1 YEAR AT \$6.00 ☐ 2 YEARS AT \$11.00

Saving me \$4.40 under the newsstand rate of \$10.40 for 52 issues

I ENCLOSE \$

☐ 3 YEARS AT \$15.00 ☐ PLEASE BILL ME

L-6-5

Mail to LIFE, 540 N. Michigan Avenue, Chicago, Ill., or give to your newsdealer.



## 3 Things You'll Want in Your New Movie Camera

- 1. Easy Loading.** You'll put spools of 8mm color or black-and-white film into Filmo Sportster camera with amazing ease and speed. There are no sprockets to thread. And only in Filmo Sportster does the film gate open and close automatically.
- 2. True Slow Motion**—great for improving your golf stroke! Among spool-loading 8mm cameras, only Filmo Sportster can reduce action to one-fourth its normal rate. Normal and intermediate speeds, too.
- 3. Singlepic Release**, so you can film animated cartoons, titles, and maps. Only Filmo gives you this feature in a spool-loading 8mm camera.

These are just three of many advantages you'll find combined in Filmo Sportster only. And when you press your Filmo starting button, you'll know you're not taking a chance—you're taking a top-quality movie. For Filmos fully reflect Bell & Howell's 41 years of experience in building Hollywood's preferred professional equipment. Only Filmos have this priceless heritage.

### FILMO AUTO-8 CAMERA

The newest and finest for taking 8mm movies. Exclusive combination of features includes magazine-loading, Swiftura two-lens turret on which matched finders turn with lenses, positive viewfinder, five speeds including slow motion, Singlepic Release for animated titles, and Selfoto Lock.



All Filmo cameras are guaranteed for life

In better photo shops now—Filmo 8mm and 16mm cameras and projectors, and Filmosound 16mm sound film projectors. Literature on request. Bell & Howell Company, 7141 McCormick Road, Chicago 45. Branches in New York, Hollywood, Washington, D. C., London.

Precision-Made by

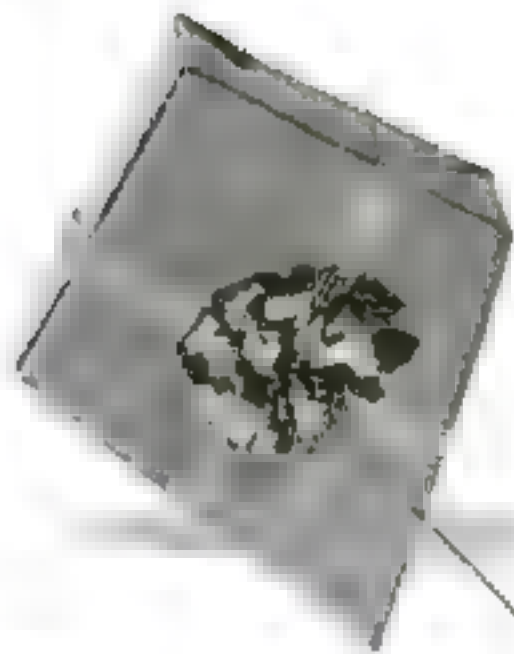
**Bell & Howell**

Since 1907 the Largest Manufacturer of Professional Motion Picture Equipment for Hollywood and the World



Cooperate with organizations working to improve school teachers' working and living conditions.





See what's in the wind for Father!

You'll take father by storm with this action-styled "Ruggers" Shirt by "B.V.D." See how he falls for its casual, easy-going manner, its suave, smooth fabric. Ruggers shirt is smartly tailored for sports and leisure hours too. It's truly a gift with a double life, for its dual-purpose collar is right with or without a tie.



FATHER'S DAY  
15 JUNE 1964



**B.V.D.**  
BRAND

"Next to myself I like 'B.V.D.' best!"

"B.V.D." is a registered trademark of B.V.D. Inc., New York, N.Y.

## LETTERS TO THE EDITORS

CONTINUED

Federal Bureau of Supply, makes a game out of reading business cards by trying to decipher them upside down (LIFE, May 17).

C. C. FRACKER

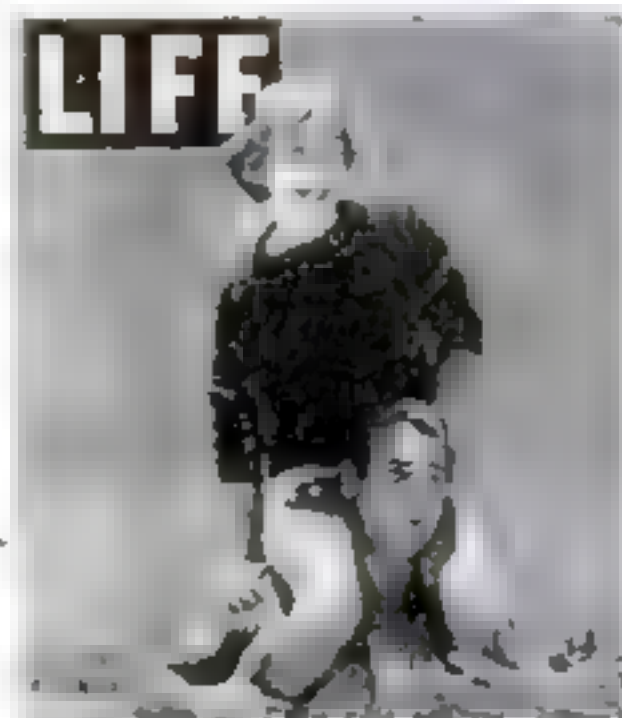
Cincinnati, Ohio

● The cards were put upside down deliberately to save Reader Fracker the trouble of turning the magazine upside down—ED.

### COVER CONTROVERSY CONTINUED

Sirs,

This is in rebuttal to Professor Herbert Sanborn's letter in the May 17 issue of LIFE. His complaint that LIFE's cover for April 26 was questionable seems to me to be entirely uncalled for. How anyone could see anything wrong with a picture such as



APRIL 26 COVER

that, which so obviously depicts the true spirit of gas, carefree youth of today, is beyond all reason. However I notice that the professor signed himself professor of esthetics emeritus, and in a sense it dated him right there.

MRS. EDWARD MAY

Waycross, Ga.

Sirs:

Those kids in Bermuda were having too much good, clean fun to clutter up their minds with unwholesome thoughts.

"Honi soit qui mal y pense," professor.

MARY-ALICE PELTENBERG

Leoma Lakes Trout Hatchery  
Napa, Calif

● Among other repercussions of the Sanborn blast was the subsequent disclosure by St. Louis papers that one of the "brazen exhibitionists" excoriated by Professor Sanborn was none other than Jeanette Rand, granddaughter of the president of the board of Vanderbilt, Sanborn's own university.—ED.

### TOM BRENNEMAN

Sirs:

I wish you could have had a bit more about our beloved Tom Breneman (LIFE, May 17). Tom's program was so very good because of his caring and doing for old ladies. To my knowledge his was the only one that did do for older ladies. How we shall miss him! And his laugh!

BLANCHE SHURTLEFF

Fairmont, W. Va.

Sirs,

It is my opinion that the writer of the article on Tom Breneman's funeral just couldn't have known Tom to have written the article the way that he did.

CONTINUED ON PAGE 28



Frank Medico pipes have the replaceable filter that

- absorbs juices
- collects flakes and slugs
- reduces tongue bite

Not a hollow tube!

Only this patented filter has the 66 baffles that whirl smoke cleaner and cooler into your mouth. Replace when discolored.

Frank Medico V.F.Q. (Very Fine Quality)

Bowls of rich-grained beauty. Wide variety of shapes. With 10 filters. . . . \$2

Frank Medico Standard Quality, still . . . \$1

S. M. FRANK & CO., INC., NEW YORK 22



NEW LEISURE SHOES  
FOR MEN



\$9.95

**The Perfect Gift for DAD...  
The Perfect Leisure Shoe!**

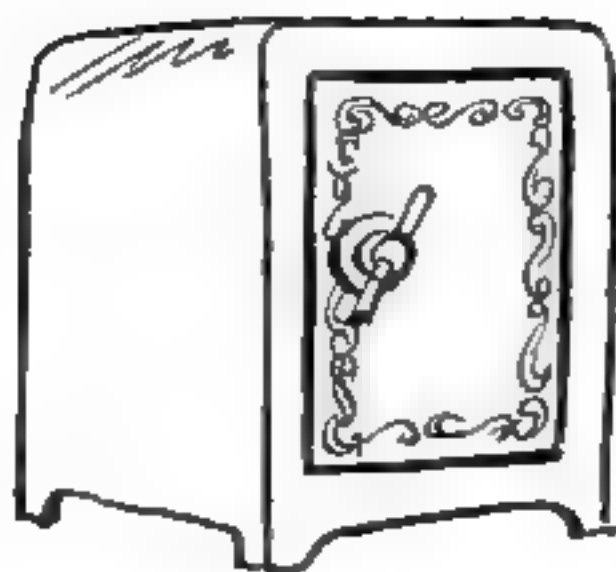
Give Dad the secret to loafin' in luxury — Winthrop In-n-Outers with cushion-cork platform and crepe or leather sole.

See your Winthrop dealer for gift package.

WINTHROP SHOE COMPANY  
DIV. INTERNATIONAL SHOE COMPANY, ST. LOUIS



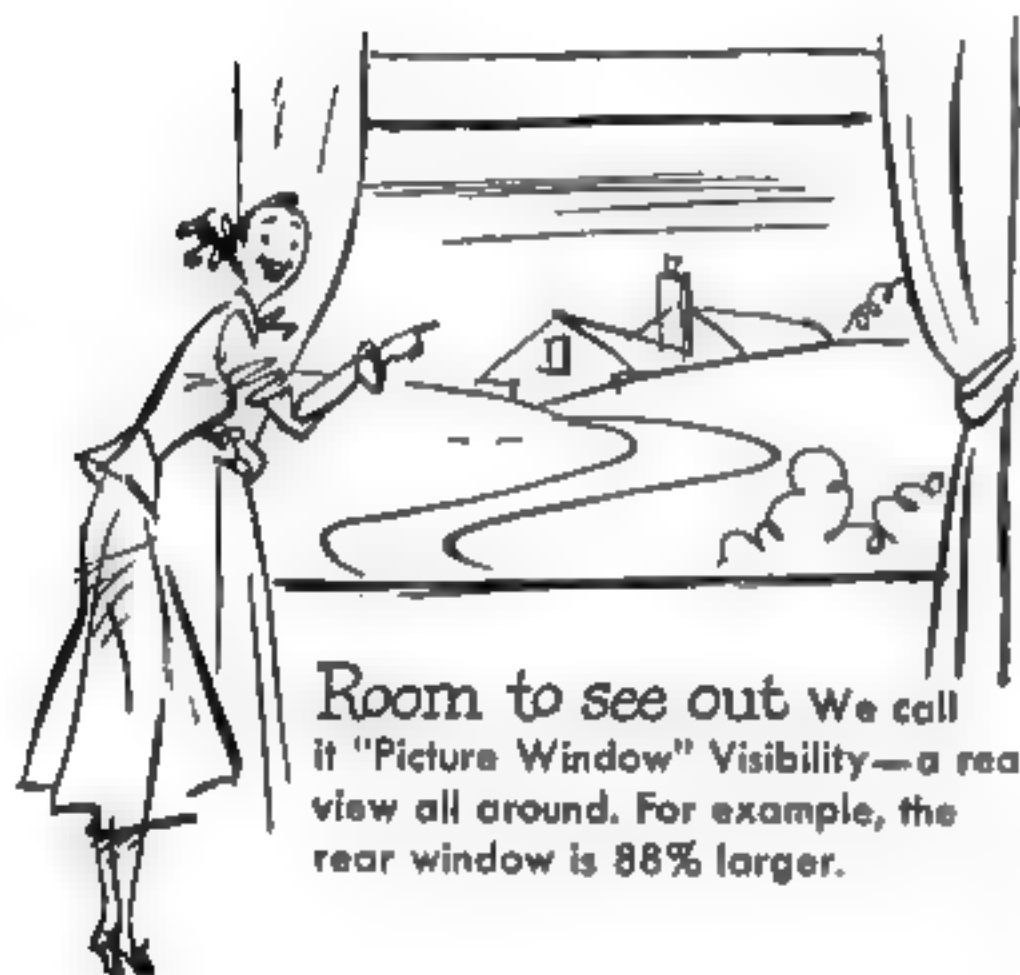
# Preview of the '49 Ford



**Safe** A wonderful new "Lifeguard" Body—59% more rigid! Lower, too, with a "dream car" silhouette!



**Comfort** You ride relaxed as the miles go by, thanks to the lower, road-hugging center of gravity of the Ford "Forty-Niner."



**Room to see out** We call it "Picture Window" Visibility—a real view all around. For example, the rear window is 88% larger.



**Seats so wide** Your living room sofa is the only match for Ford's soft seats. The front seats are actually 57 inches wide; the rear seats are even wider . . . 60 inches!



**Brakes so light** You'll stop on a dime with these brakes you love to touch. More King-Size than ever, with quick, sure "Magic Action."

## New rear springs

Ford's new "Para-Flex" Rear Springs, parallel to the frame, are extra-long, extra-strong to soak up the bumps before they get to you.



**'Mid Ship' Ride** You travel in the level center section of Ford's "Lounge Car" interior where the going's smoothest.

## 'Hydra-coil' springs

Up front, rugged coil springs combine with double-action aircraft-type hydraulic shock absorbers to cradle you in comfort!



## Plenty of room overhead

You ride in the back seat without knocking your hat off.

## 63" low

And all the looks of the costliest cars! The fine car of the low-priced field.



I can hardly wait myself . . . to show you "The Car of the Year!" Watch for the date!



a beautiful piano with a magnificent tone



## LESTER *Betsy Ross Spinnet*



### life with music

is a rich, satisfying life that pays constant dividends in pleasure and contentment.

Every member of your family will discover new joy in playing the Lester Betsy Ross Spinnet because of its exquisite tone, rich volume and responsive touch.

Compactly sized and gracefully styled, this quality piano will be your most treasured cultural and decorative asset.

Moderately priced; guaranteed for ten years; made **ONLY** by the Lester Piano Manufacturing Company, Inc., builders of world renowned Lester Grand Pianos

sold by  
America's foremost  
piano dealers



Foreign Sales Representatives  
H. A. AUSTIN & CO., 27 William Street, New York 5 N. Y.

mail this coupon for illustrated booklet 2-L

LESTER PIANO MANUFACTURING CO., Inc., LESTER 13, PA.

Send me your 24-page illustrated book showing piano arrangement in the home.  
(Enclose 10c for postage.)

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
Zone No \_\_\_\_\_ State \_\_\_\_\_

## LETTERS TO THE EDITORS

CONTINUED

He said kind things about Tom, but not kind enough things.

Tom expressed so much love to everyone and was full of so much goodness that had the writer truly known Tom, he wouldn't have had any room left to write about his physical qualities, such as Tom's being "dour, dumpy and not much to look at."

Only his hearty laugh would lead people to think of him as a clown. I can still hear his hearty laugh, and I'm sure that he never had to strain himself to do so.

JEAN COOK

Saginaw, Mich.

### ROPE CLIMBER

Sirs:

It seems to me that you are about two weeks late with your short article about Garvin Smith, whom you call the fastest rope climber in the U.S. (LIFE, May 17). On May 1 Don Perry estab-



CHAMPION PERRY

lished a new record of 3.1 seconds for the climb of a 20-foot rope.

Don Perry is 17 years old and is a junior in high school at Venice, Calif. His times for the three climbs were 3.1, 3.2 and 3.1 seconds respectively. Garvin Smith came in second with a time of 3.2 seconds.

JOHN C. SCHOEING

State College, Pa.

Subscription rates: U.S., Alaska, Hawaii, Canada, Newfoundland 1 yr., \$6.00, 2 yrs., \$11.00, 3 yrs., \$15.00. LIFE, International edition (fortnightly) for Canal Zone, Puerto Rico, Virgin Islands 1 yr., \$4.50; all Pan American Postal Union countries and Philippines 1 yr., \$5.00; Great Britain and Ireland 1 yr., \$6.00; all other countries, 1 yr., \$7.50.

Change of Address: Four weeks' notice is required. When ordering a change please name magazine and furnish an address in print from a recent issue. If unable to do so, please state exactly how magazine is addressed. Change cannot be made without the old as well as the new address, including postal zone number if you have one.

Address all subscriptions and correspondence concerning them to LIFE Subscription Dept., 540 N. Michigan Ave., Chicago 11, Ill.

Address all editorial and advertising correspondence to: LIFE, Time & Life Building, 9 Rockefeller Plaza, New York 20, N. Y.

Time Inc. also publishes TIME, FORTUNE and THE ARCHITECTURAL FORUM. Chairman, Maurice T. Moore; President, Roy E. Larsen; Vice President & Treasurer, Charles L. Sullivan; Vice President & Sales Director, Howard Black; Vice Presidents, Allen Gruver, C. D. Jackson, P. L. Prentice; Vice President & Secretary, D. W. Brumbaugh; Comptroller & Assistant Secretary, A. W. Carlson; Production Manager, N. L. Wallace; Circulation Director, F. DeW. Pratt; Producer THE MARCH OF TIME, Richard de Rochemont.



**JUJYFRUITS**



HENRY HEIDE, INC. NEW YORK, N. Y.



**MOTORISTS!**  
Cross Lake Michigan with your car aboard!

Relax, have fun  
between Milwaukee  
and Muskegon...on

**S.S. MILWAUKEE  
CLIPPER**

FAMOUS MILLION DOLLAR LUXURY LINER!

This delightful cruise links U.S. Highway 16 between Milwaukee, Wis., and Muskegon, Mich. (saves 240 driving miles)—gives you a delightful change! Comfortable bedrooms, lounges, broad decks, music, dancing, fine food, refreshments—many other attractions. Day and night sailings. Advance reservations accepted. Get illustrated folder with rates, schedules, information. Write: The CLIPPER Line, Wisconsin & Michigan Steamship Co., 603 E. Erie St., Milwaukee, Wis.







# Sally got an "A" in baking... and she never baked before!

**DUFF'S DEVIL'S FOOD MIX** is the secret of Sally's prize-winning baking. It's extra-rich in fine cocoa, sugar, shortening and eggs—all so smoothly blended anyone can turn out a perfect devil's food cake *every time!* Insist on Duff's—the finest of all!

**Fully-prepared...Just add water—that's all!**



For convenience, economy,  
always-perfect results  
**TRY THESE OTHER**  
FULLY-PREPARED  
**DUFF'S MIXES**

## GINGERBREAD



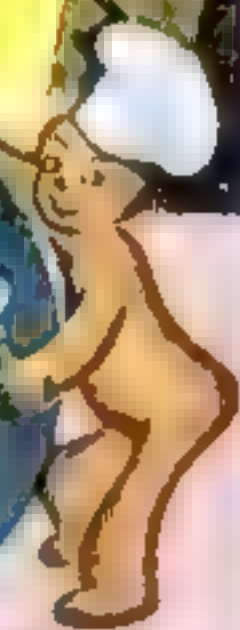
Kids love gingerbread made with Duff's. It's a grand energy food, so serve it often. Use this famous Duff's Mix for tempting ginger cookies and cupcakes, too.

## HOT ROLLS



Home-baked yeast rolls are so simple and easy with this magic mix, originated by Duff's. Make delicious sweet rolls, tea rings and coffee cake, too.

**JUST  
ADD WATER  
THAT'S ALL!**



## HOT MUFFINS



For grand hot muffins, cobblers, shortcake, doughnuts, and other good things to eat, use this versatile Duff's M.x. See back of box for serving ideas.

## WAFFLES



Crisp, golden waffles and deluxe pancakes... make them the quick-easy way with this convenient Duff's Mix. You'll always get perfect results with Duff's!

## SPICE CAKE

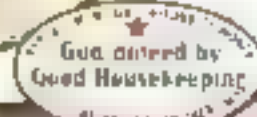


Duff's special blend of pure, imported spices gives this rich cake its superb flavor. It's sure to make a great hit with the family. Serve it tonight!

## WHITE CAKE



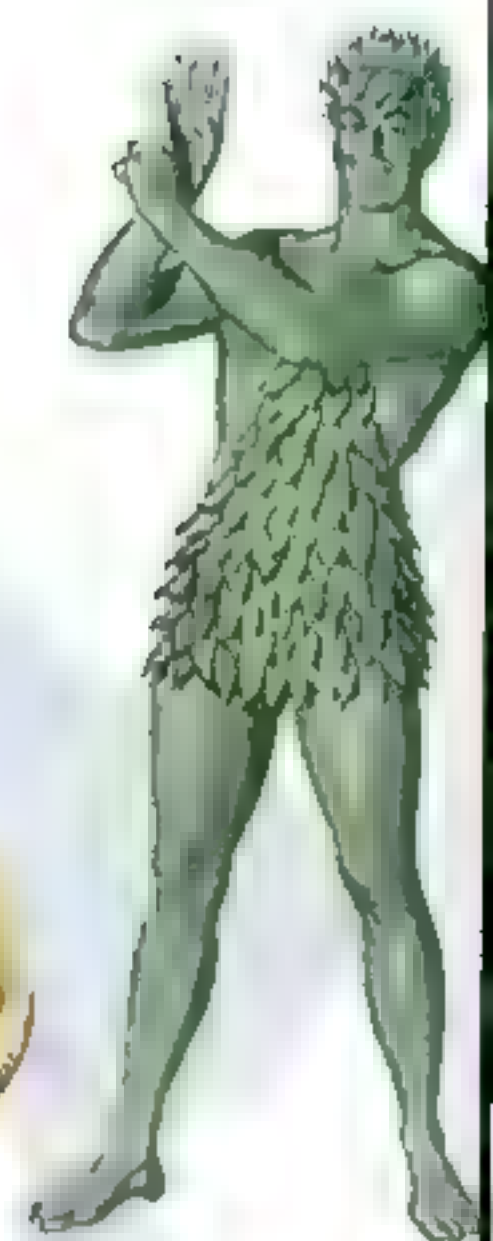
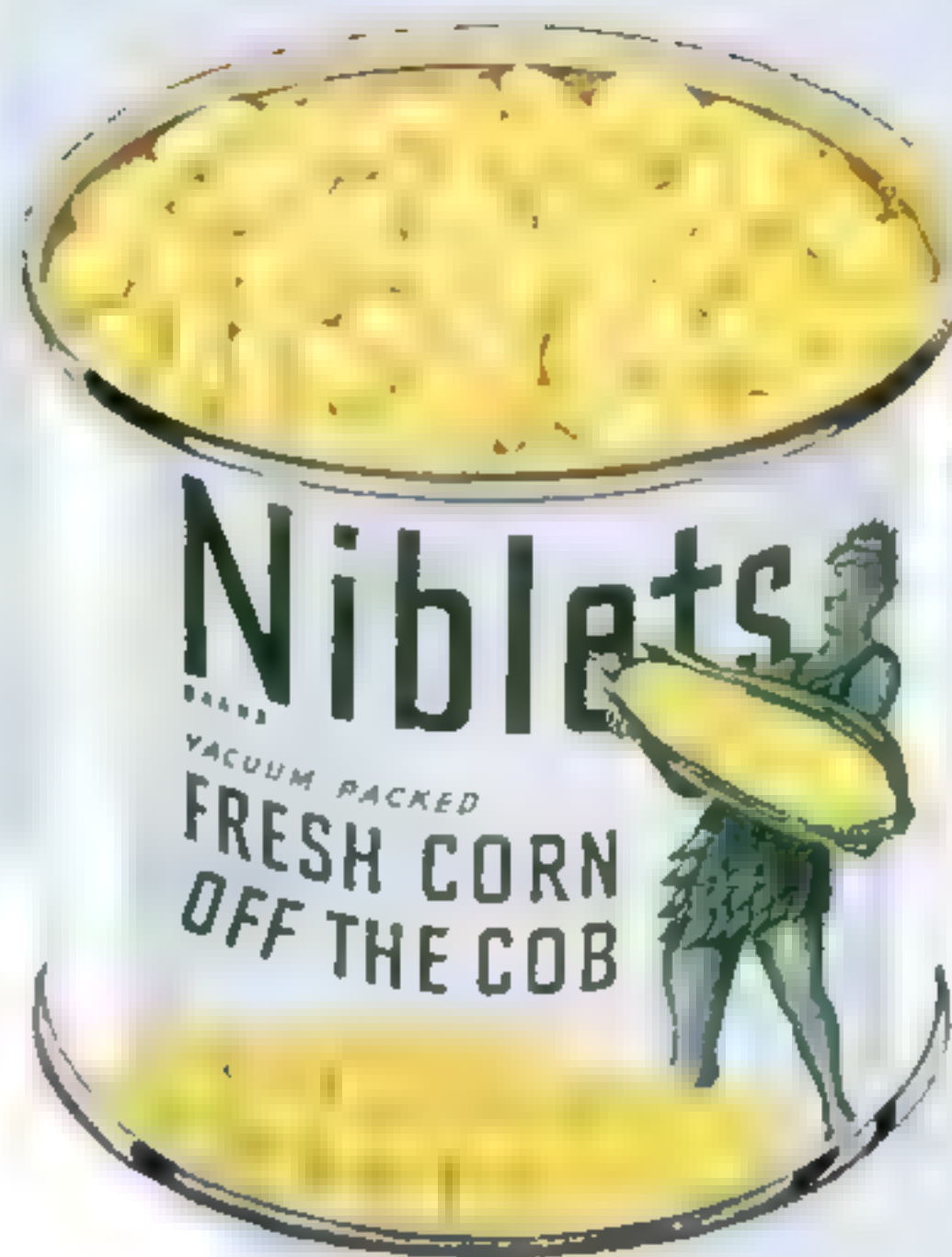
Here's the ideal way to make a white cake you can serve with pride! It's sure to be light and extra-delicious... only the finest quality ingredients are used in Duff's Mixes.



AMERICA'S MOST FAMOUS LINE OF BAKING MIXES... PRODUCTS OF AMERICAN HOME FOODS



Golden, tender kernels from **four ears**  
of garden-fresh corn in this famous can



A QUARTET OF EARS, on the average, shed their tender, golden kernels into every can of Niblets Brand whole kernel corn. And in "kernel count" that quantity is about equal to five ordinary market-variety ears.

We've grown the corn, done the work, taken away the cobs and left for you just a big, sweet canful of "corn-on-the-cob without the cob."

Not just corn, either, but the Green Giant's famous variety grown from exclusive kind of seed (our own D-138), *picked at the fleeting moment of perfect flavor*, then sealed in vacuum to hold that field-fresh flavor till you open, heat, serve and eat.

"NIBLETS" AND "GREEN GIANT" BRAND  
REG. U. S. PAT. OFF. ALYCO



COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED.  
UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1948 BY TIME INC.

## CONTENTS

## THE WEEK'S EVENTS

THE FINNS RESIST RED OFFENSIVE	33
PHOTOGRAPHER GETS RARE PICTURE OF THREE WATERSPOUTS	38
SENATOR CAPEHART GOES ON WARPATH	40
ARAB LEGION TAKES OLD CITY OF JERUSALEM	42
EDITORIAL: THE EDUCATED MAN	46
BRITISH ECONOMIST CAUTIONS U.S. ABOUT A RECESSION	57
A COMMUNIST HERO REGAINS CITIZENSHIP	63

## ARTICLE

DE GAULLE'S IDEA MAN, by CHARLES C. WERTENBAKER	120
---	-----

## CLOSE-UP

ARTHUR GODFREY, by ERNEST HAVEMANN	89
------------------------------------	----

## PHOTOGRAPHIC ESSAYS

ATLANTA HOMES	75
PHOTOGRAPHS FOR LIFE BY PHILIPPE HALSMAN	
CLASS OF '48	111

## SPORTS

CALUMET'S BEST	66
----------------	----

## MODERN LIVING

PHOTOGRAPHIC TAILORING	71
------------------------	----

## SCIENCE

WHY TORPEDOES MISS TARGETS	84
----------------------------	----

## FASHION

T-SHIRTS	103
----------	-----

## DANCE

BALLET BALLADS	135
----------------	-----

## OTHER DEPARTMENTS

LIFE'S REPORTS: CHENNAULT FLIES AGAIN, by WILLIAM P. GRAY	13
SPEAKING OF PICTURES: HERE IS GREER GARSON AS AN ACROBAT	20
LETTERS TO THE EDITORS	25
PEOPLE	51
COMMUNITY SITTER	148
LIFE EXPLORES JEKYLL ISLAND	142
MISCELLANY: FORMAL SWIM SUITS	155

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPYRIGHT IN THE UNITED STATES AND IN FOREIGN COUNTRIES AND MUST NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION

## LIFE'S COVER

The sphinxlike girl on this week's cover is 16-year-old Helen Sinclair. She arrived in New York from Texas three weeks ago, intent on finding a modeling career. She did. In fact she had more calls for modeling than she could handle and has already made \$1,000. Last week she flew home to graduate from San Antonio's Alamo Heights High School. As soon as possible she will return to New York where she hopes to earn enough to go to college and study art. Here she wears one of this year's new T-shirts (by Shepherd). She wears another on page 104.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

COVER—LISA LARSEN	58, 59—CHARTS BY CHARLES E. MARTIN
13—JACK BIRNS	60—CHARTS BY CHARLES E. MARTIN AND ANTHONY SODARO
20, 21—ALLAN GRANT	63—FRANCIS MILLER—INT.
22—BOB LANDRY—EAGLE LION FILMS—FLOYD MCCARTY FOR WARNER BROTHERS	64—Y. INT., ART. A.P.
25—LISA LARSEN	65—MICHAEL LAVELLE
26—SKETCH FOR JACKET BY REY POLL—DRAWING BY ROBERT HABERSTOCK	67—ACME, ANTHONY LINCK—ACME, NEW YORK DAILY NEWS
33—MARK KAUFFMAN	68—ANTHONY LINCK
34, 35—HEDE FOTO, MARK KAUFFMAN—MARK KAUFFMAN, HEDE FOTO, COURTESY THOMAS HARRIS, HEDE FOTO, MARK KAUFFMAN	71, 72—ERIC SCHALL
36, 37—DRAWINGS BY JOHN FISHER	75 THROUGH 82—PHILIPPE HALSMAN
38, 39—MEL COSTON FOR HUMBLE OIL & REFINING COMPANY	84, 85—OFFICIAL U.S. NAVY PHOTOS—LOOMIS DEAN
40—THOMAS D. McAVOY—RUSSELL LEE FOR FSA, MARION POST WOLCOTT FOR FSA—PHILIP BOHN FOR OWI, DAVID MYERS FOR FSA	86—OFFICIAL U.S. NAVY PHOTOS
41—ARTHUR ROTHSTEIN FOR FSA—ARTHUR ROTHSTEIN FOR FSA, J. A. HORNE FOR OWI, JOHN FERRELL FOR FSA, RUSSELL LEE FOR FSA	89, 90, 94—MARTHA HOLMES
42, 43—JOHN PHILLIPS	95, 100—THOMAS D. McAVOY
44, 45—LY. OFFICIAL U.S. NAVY PHOTOS EXC. CEN. INT.—AT KEYSTONE—GEORGE SILK	103, 104, 106—LISA LARSEN
51—NEW YORK DAILY NEWS, A.P.	111 THROUGH 119—W. EUGENE SMITH
52, 53—WERNER WOLFF FROM B.S.—THOMAS D. McAVOY, FRANCIS MILLER	120—GONZAGUE DREUX FROM ANDRE MALRAUX COLLECTION
54—JON BRENNES FROM CAL-PICTURES—THOMAS D. McAVOY	121—GONZAGUE DREUX
57—BEN GREENHAUS—CHARTS BY CHARLES E. MARTIN	122, 123—FROM ANDRE MALRAUX COLLECTION

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; FSA, U.S. DEPARTMENT OF AGRICULTURE FARM SECURITY ADMINISTRATION; INT., INTERNATIONAL; OWI, U.S. OFFICE OF WAR INFORMATION; THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE USE FOR REPUBLICATION WITHIN THE U.S. OF THE PICTURES PUBLISHED HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.

They FEEL good...  
they LOOK good...  
they're GOOD for your feet...

“P-F”\*

PROTECTS YOUR FEET  
THIS NATURAL WAY!

1. This scientific, orthopedic wedge keeps the bones of the feet in their natural position... prevents collapse of the bony arch... guards against flat feet, tired leg muscles.

2. This soft, flexible sponge rubber cushion insures extra comfort for the sensitive area of the foot.

Look for the initials “P-F” on the insole

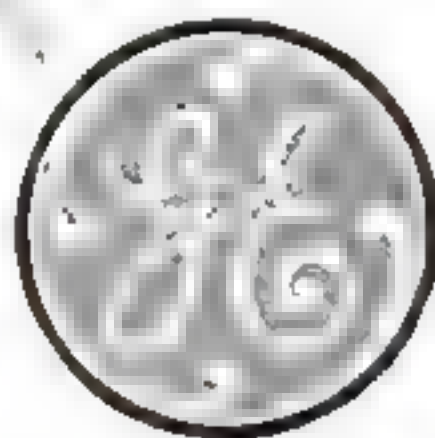
\*“P-F” means Posture Foundation

You'll feel as great as all outdoors with “P-F”—the patented feature that revolutionizes canvas shoe comfort and foot protection. It puts more spring in your step... more pep and endurance in your legs... makes all your activities *more fun*. There's a smart, colorful style for everyone in your family. See the complete line at your shoe store now. Just remember, insist on “P-F”!

“P-F” Canvas Shoes made only by  
B.F. Goodrich and HOOD RUBBER CO.



See them... NOMINATE  
**THE NEXT PRESIDENT**  
 OF THE UNITED STATES



# DAYLIGHT TELEVISION

In Model 802D

*"The brightest picture under the sun"*

● For the first time in history you can actually *see* the roll calls that will rock the nation. Follow the excitement of both conventions with G-E Daylight Television.

We challenge you to find *any* TV picture so bright, so clear, so easy on the eyes! Enjoy this amazing new kind of television in a "Complete Entertainment Center". Vivid realism on the big 10" direct view tube. All 13 U.S. television channels — each with its own circuit. Plus FM-AM radio. Plus automatic phonograph with the famed G-E Electronic Reproducer. Model 802D right.

General Electric Company, Receiver Division, Electronics Park, Syracuse, New York.



## GENERAL ELECTRIC

174-05

● "Jumbo Screen" De Luxe Entertainment Center! Projection television on a super-big screen. All the action on a picture 3 sq. ft. in area. Superb television plus standard (AM) radio, plus FM radio, plus short-wave radio, plus automatic phonograph with the G-E Electronic Reproducer. Mahogany cabinet. Model 901.



● By all odds the best looking table television on the market! Way out in front for style. Such a big picture — such a clear, dependable picture on the 10" direct view tube. All 13 U.S. television channels, each with its own factory pre-tuned circuit. Plus both genuine FM and AM radio in natural tone.





**DEFYING THE REDS**, a Finnish woman boldly sings her national anthem while her timid escort hides his face from camera. Scene took place in the railroad station

at Helsinki when the Finnish delegates departed to negotiate treaty of alliance with Russia. Communists showed up to cheer and sing the *Internationale* but were outshined.

# THE FINNS RESIST

## THEY DISRUPT A COMMUNIST OFFENSIVE BUT THE REAL STRUGGLE LIES AHEAD

Orphaned on Russia's northern doorstep, the stubborn and independent people of Finland last week made a surprising and heartening—although perhaps futile—stand against a concentrated Communist power drive. The Red offensive began on May 24 with a series of nationwide strikes and demonstrations, ostensibly in protest against the dismissal of Yrjö Leino, the Communist chief of the vital Ministry of the Interior.

Recognizing that the Communists were trying to create enough chaos to wreck the government

and bring the Reds to power, patriotic Finns boldly risked Communist vengeance to express their bitter opposition. To the amazement of the West—where political and military strategists have already written off Finland as hopelessly lost—the government remained secure. Even though the Finns were forced to take another Communist—Leino's wife—into their cabinet, they had scored a definite victory. A Helsinki newsman commented, "The Communists tried out their machinery and found it wasn't oiled. But they'll try again."

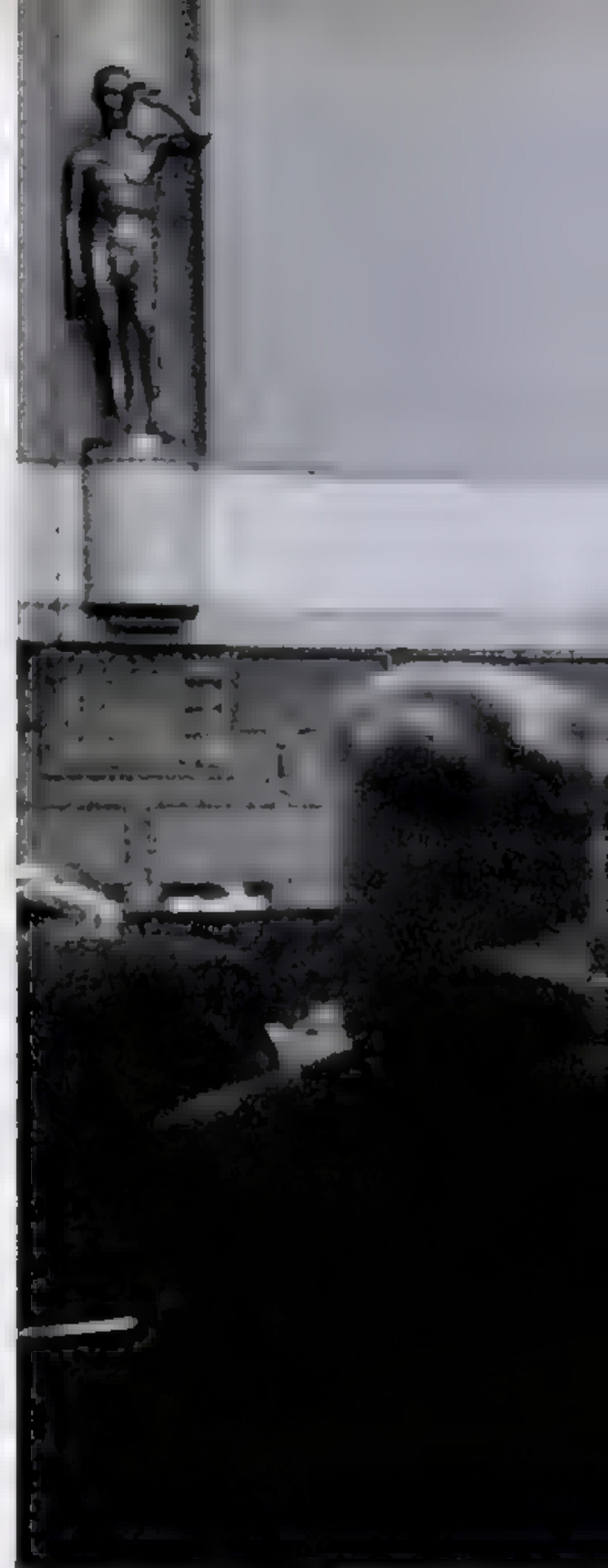
The next serious test may come in the fortnight just before the July 1 national election, the first since 1945. The prospect of defeat in the election may move the Reds to renew their power drive, using techniques which have proved fruitful in other countries (pp. 36, 37). They have five cabinet ministers and control of 25% of the Finnish electorate—enough to create an artificial crisis if the bosses in the Kremlin so decree. But the Finns have served notice that they will not walk, but will have to be dragged, behind the Iron Curtain.





**COMMUNIST PROTEST**, following dismissal of Yrjö Leino from his cabinet position, packs workers' district in

Helsinki. Here Leino himself harangues the crowd, crying, "We shall not surrender the post to any other party!"



**THE FINNISH PARLIAMENT** holds a summer session during the recent crisis over a Russo-Finnish treaty of



**PRESIDENT JUHO PAASIKIVI** is Finland's most respected figure. Red press long hesitated to criticize him because of his great prestige but last week began to attack him following his dismissal of Communist Minister Leino.



**YRJÖ LEINO** speaks from the rostrum beside one of the piles of cordwood fuel which line Helsinki's streets. Finnish liberals wanted him ousted as minister of interior to forestall Communist control of police during elections.



**LEINO'S WIFE**, Herta Kuusinen is Finland's most prominent Communist. When her husband was forced out of the cabinet she was taken in as minister without portfolio. The Reds now hold 5 out of 13 cabinet posts.

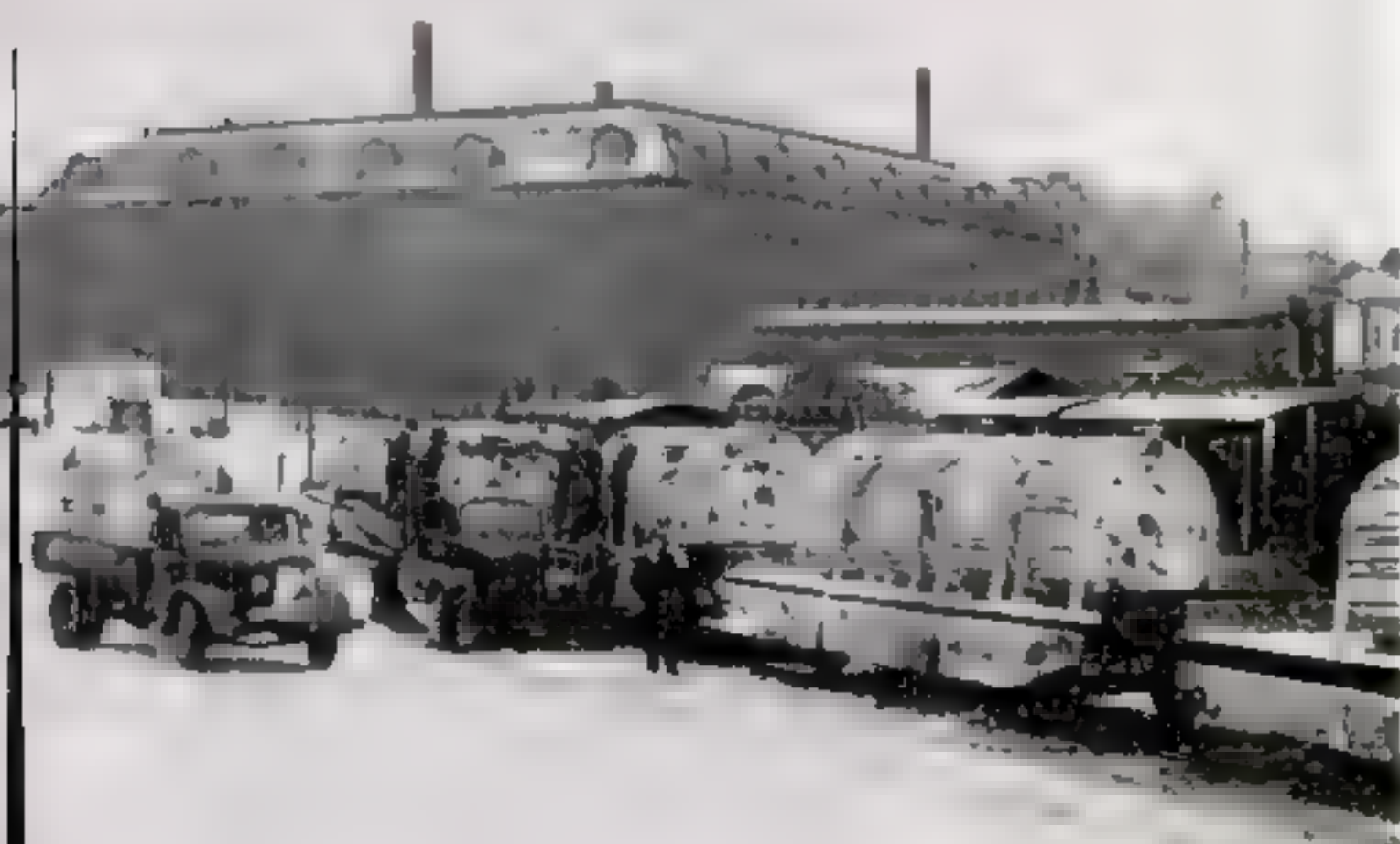




alliance, which most Finns feared might be a short-cut to subjugation. The magnificent statuary which adorns the

capitol, done by Finland's famed Sculptor Wäinö Aalto, reflects the Finns' forthright love and respect for the

human figure and serves, for members of the parliament, as a constant reminder of the dignity of the individual.



**REPARATIONS FOR RUSSIA**—carloads of electric cable—are checked off in Helsinki before being shipped to the U.S.S.R. To satisfy Russia's exorbitant war claims, the Finns have already ceded important parts of their territory, including the Karelian Isthmus, and now are compelled to strip their economy of all but the basic necessities

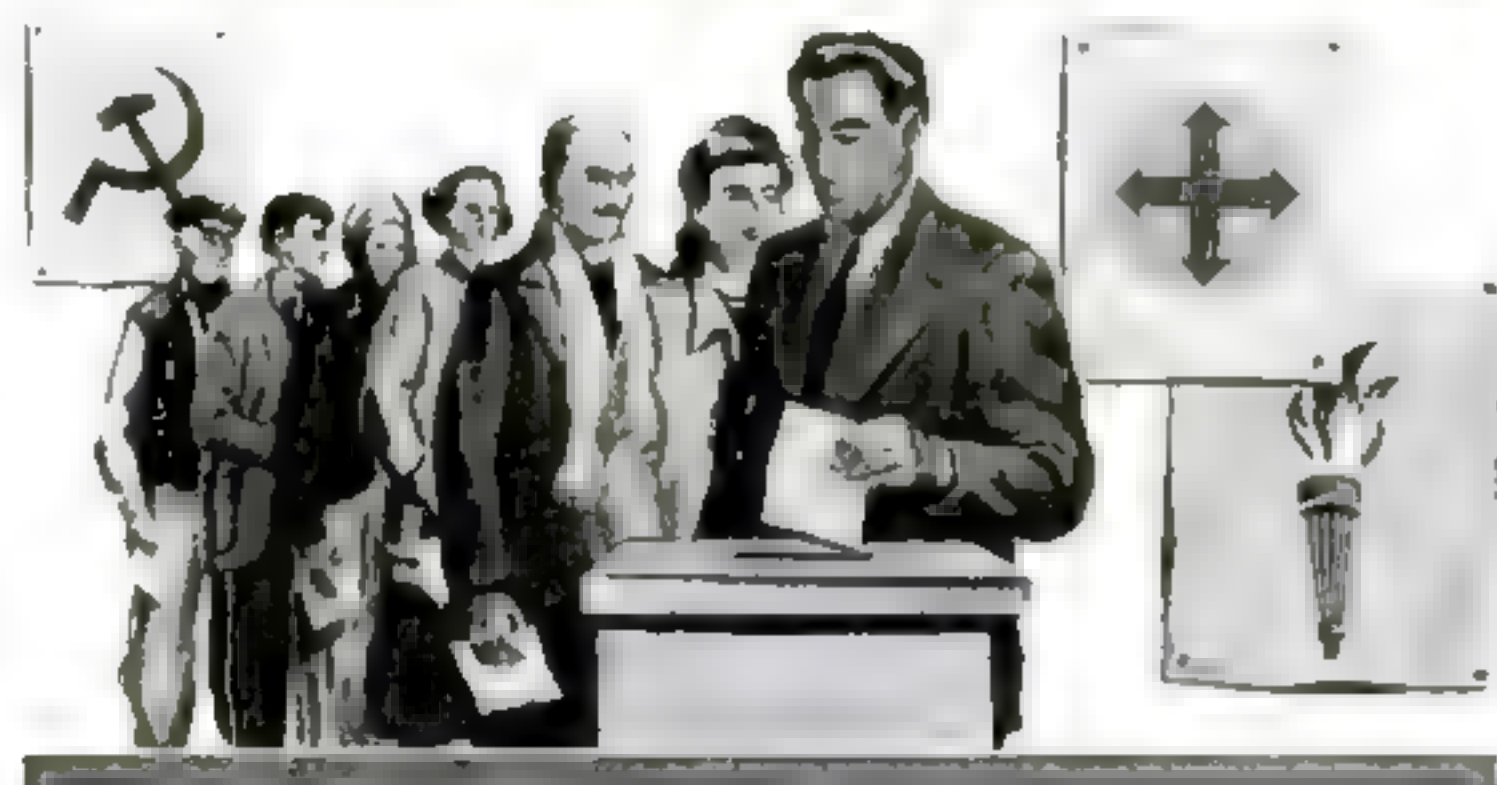


**HUMOR IN ADVERSITY** is displayed by the Finns, who have a wry joke about this 1,000 Finnmark note (worth \$7.69 at legal rate) which bears a reproduction of a classic Finnish painting. Finns explain that the naked figures staring into the distance symbolize the Finnish population watching the last shipment of reparations leave for Russia.





THE ROAD TO COMMUNIST POWER IS TRAVELED BY MANY DIFFERENT GROUPS, EACH FALLING IN LINE BENEATH THE RED CATCH PHRASE WHICH APPEALS TO IT MOST.



**IN AN ELECTION** disciplined Communists vote as a solid bloc while the opposition is divided among various democratic parties. Anti-Communists may be further weakened at polls by Red intimidation and there are times when the count can be rigged.

## THE REDS HAVE A STANDARD PLAN

When the Communists set out to seize power in whatever nation is next on their timetable, their methods follow a standard pattern. The first step, taking advantage of economic unrest, consists in stirring up the people with a relentless drumfire of propaganda slogans (*above*). These catch phrases are skillfully designed to appeal to the traditional interests of varied population groups. The next step occurs when the Reds have gained sufficient strength to enter into a coalition government. Once this is accomplished, the Communist drive to power rapidly moves into high gear. One by one the key ministries of government are taken over (*below*) until at last they are in a position to seize total control.

This technique has worked almost to perfection in the so-called "hungry" countries along Russia's frontier or now drawn behind the Iron Curtain. Poland, Romania, Bulgaria and Hungary were ripe for Communist conquest,



**MINISTRY OF INTERIOR** is the first goal of the Reds in a coalition government. This gives them control of the police force, with which they can smash the opposition through arrests and beatings. In Romania, Communist Teohari Georgescu became minister of the interior at the personal demand of Soviet Deputy Foreign Minister Andrei Vishinsky.



**MINISTRY OF JUSTICE** is another key spot sought by the Communists in their drive to power. By dominating the courts they can imprison or execute their enemies almost at will while providing legal immunity for their friends. In Bulgaria the Communists trumped up charges when they jailed (and later killed) Nikola Petkov and several hundred of his followers.







FARMERS ARE ATTRACTED BY THE IDEA OF MORE LAND, INDUSTRIAL WORKERS BY THE HOPE OF MORE MONEY AND HOODLUMS BY THE PROSPECT OF STRONG-ARM RULE

## FOR TAKING OVER A NEW COUNTRY

partly because they had no ancient traditions of democracy. Yugoslavia was torn by dissension and Czechoslovakia was softened up by a large and militant Communist minority. But in the democracies of Western Europe the Reds have encountered much stiffer resistance. They have failed in France and Italy because the peoples have had a chance to show their preference for Western democracy over a police state.

In Finland the Red power drive also faces resistance. It is true that the Communists remain in the cabinet after a preliminary showdown and retain working control of the Ministry of the Interior. But their legitimate prospects in the July 1 election are not bright. If the standard technique of the "inside job" fails, it will remain for Moscow to decide whether to interfere openly in Finnish affairs or play a waiting game in which the vast forces of geography and military potential could bring Finland at last to her knees.



**COALITION GOVERNMENT** may have only one Red surrounded by Socialists, Agrarians and Christian Democrats, but the lone Communist can disrupt the government by shrewd maneuvering, stubbornness and threats, preparing the way for a collapse.



**MINISTRY OF INFORMATION**, when taken over by the Communists, soon becomes a full-blown Red propaganda agency, suppressing all native anti-Red publications and censoring incoming and outgoing news. In Poland, Communist propaganda has an undisputed field while reports of world affairs are stifled or altered to conform to the party line



**MINISTRY OF WAR** is the final cabinet post required by the Reds to effect complete domination of the country. Troops can easily smash any opposition not crushed by police and close borders against outside aid. In Yugoslavia, Red soldiers maintain heavy frontier patrols which periodically flex their muscles in the direction of Americans stationed in Trieste.







## WATERSPOUTS EVERYWHERE

Waterspouts are columns of raindrops, usually 20 to 30 feet thick, suspended in the air by the swirling vortex of a tornado. Alone they are not an uncommon sight. Only very rarely are two of them seen close together. This remarkable photograph of three of them in action at the same time is a meteorological





event. At the right, two of the waterspouts have narrowly missed an oil-drilling platform a few miles off the Louisiana coast in the Gulf of Mexico and are kicking up huge clouds of spray. On the left, the third waterspout has just formed and begun to stir up the sea. These waterspouts, among 17 reported in

the vicinity that day, all formed within a period of about 10 minutes, spent themselves quickly and disappeared without inflicting any damage. But they provided an industrial photographer named Mel Coston, who was making a tour of the oil drilling platforms, with one of the rarest meteorological pictures ever taken.



# SENATOR ON WARPATH

Indiana's Senator Homer Capehart (left), a large and explosive man who dearly loves a good verbal brawl, has had the time of his life the last two weeks. First the senator, prowling through the Library of Congress, found the photographs below, which had been taken at government expense. Pondering the photographs and the titles filed with them, the senator felt his blood pressure rise to exactly the high and giddy point where he likes to have it. When he discovered that the pictures were part of a collection of 150,000, taken by the Farm Security Administration at a cost of \$750,000, the pressure reading went even higher—and Capehart went storming on to the floor of the Senate to brandish the photographs and demand an explanation. He declared that the pictures were "silly," "ridiculous" and "foolish." He demanded an investigation of what in heaven's name the FSA had in mind, if anything, when it shot up all those rolls of perfectly good film.

Capehart's sense of deep outrage and the nature of the exhibits he passed around provided a merry half hour in the Senate, but it was unlikely that anything much would come of the incident. In addition to the turkeys which Capehart found, the FSA photographers produced some excellent documentary work, especially of the victims of the farm depression of the '30s, and some attractive scenic shots like the one at right which were found useful in propaganda work abroad during the war. There was some question whether the government money achieved anything that would not have been done anyway by



SENATOR CAPEHART TAKES A LONG, HARD LOOK AT PHOTOGRAPHS WHICH OFFENDED HIM

## CAPEHART'S HORRIBLE EXAMPLES OF GOVERNMENT CAMERA WORK



"TENANT FARMER reading newspaper to which he subscribes" is official caption of this Farm Security Administration photograph which is now in the Library of Congress.



"SPANISH MUSKRAT TRAPPER lying on his camp bed after too much whiskey and red wine" is title of this one. It was taken by FSA in Louisiana in 1941.



"GIRL SHOWING BOY her graduation ring" Said Capehart in great amazement, "This picture simply shows two hands. That is all. It makes absolutely no sense whatever."



"THREE WOMEN, probably government clerks, waiting for a bus on a fall afternoon." After studying it Capehart announced, "It shows the backs of three ladies."



# INDIANA'S CAPEHART TURNS UP SOME PICTURES AND BROADCASTS THAT MAKE HIS BLOOD BOIL

private photographers—but it was a little late to be making the inquiry.

A few days later, however, Senator Capehart latched onto something really big. After prying into the broadcasts recently made to South America by the State Department's "Voice of America," Capehart went back to the Senate floor to read translations of some of the Spanish-language scripts he had found: "Colorado is one of the richest states in the union, but it is only now, after the war, that it has started its progress on a large scale because most of the capital is in the hands of the daughters, granddaughters or great-granddaughters of the miners. And of course the ladies are conservative and they don't wish to let go of what they have. . . . Pennsylvania's Quakers were and continue to be a social problem. . . . New England was founded by hypocrisy and Texas by sin. . . . Utah, that's where men have as many wives as they can support. . . . Nevada doesn't seem like the West, but like a Siberian steppe. . . . In Wyoming the important thing isn't the people, but the cattle."

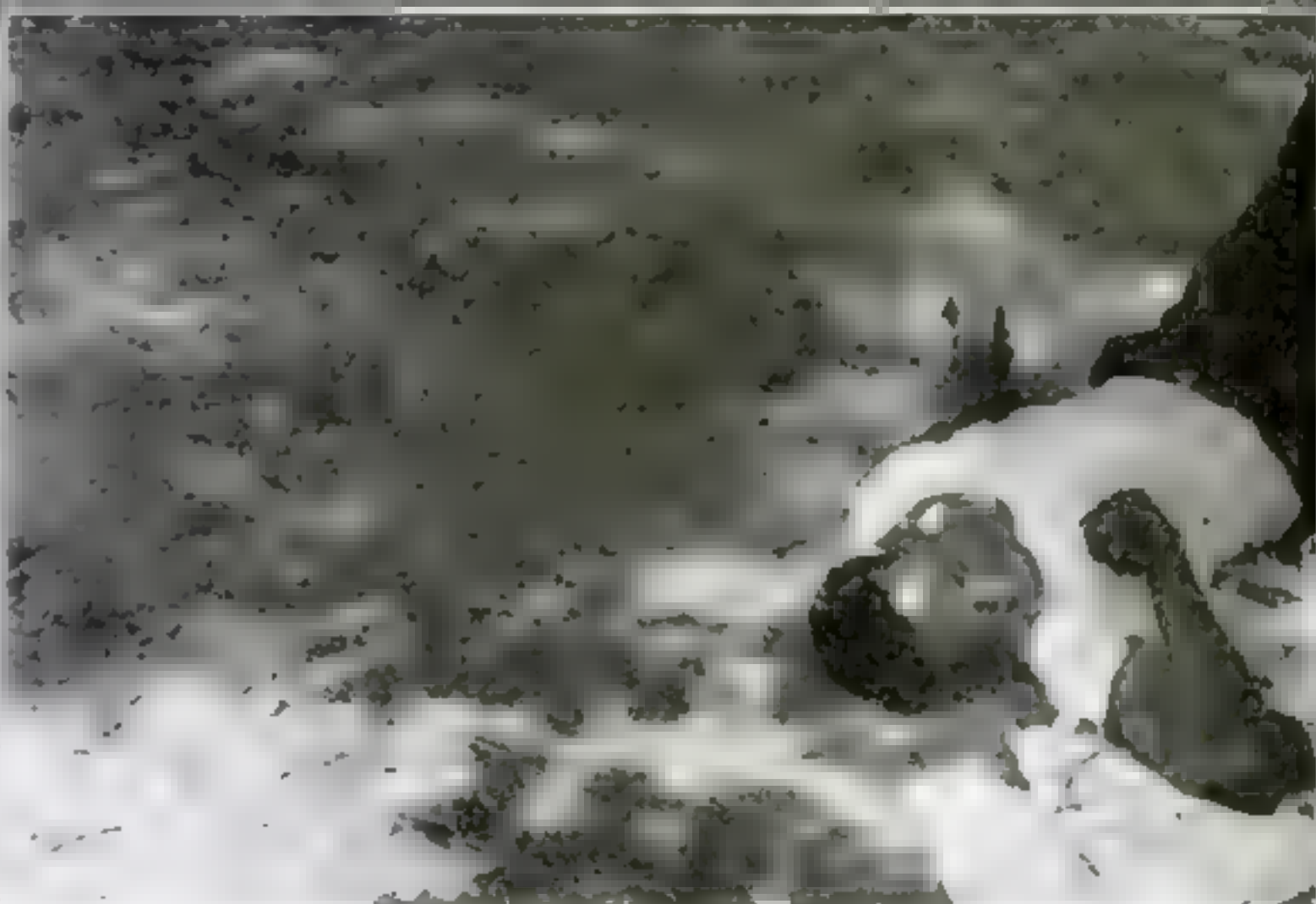
This time the Senate was really aroused: Republicans and Democrats alike shouted comments like "drivel," "slander" and "falsehood." The National Broadcasting Company, which had been hired by the State Department to prepare the broadcasts, announced it had dismissed the programs' writer and wistfully hoped the whole thing would blow over. But the Senate, its group blood pressure now a match for Capehart's, ordered a full-dress investigation to learn who was responsible.



NEW ENGLAND CHURCH IN SNOW IS SAMPLE OF BETTER FSA WORK. IT WAS USED ABROAD



"THRESHING HAND taking a drink" was taken in Maryland. Capehart had no chance to comment because Maryland's Senator Tydings cried, "The best in the lot."



"A MEMBER of the audience at a Catholic evidence guild rally in Logan Circle, Washington," Capehart, questioning this title, complained sally "It shows but one person."



"CONSTRUCTION of war emergency buildings on the Washington Mall near 16th and 17th Streets NW. Pile of bricks." Capehart was too outraged for comment.



"A SIGN" is two word title of this photograph taken in Louisiana. Said Capehart, "It is nothing more than one of the tens of thousands of Coca-Cola signs in America."





FROM THE MOUNT OF OLIVES (BACKGROUND) ARAB TRUCKS ROLL INTO THE CITY

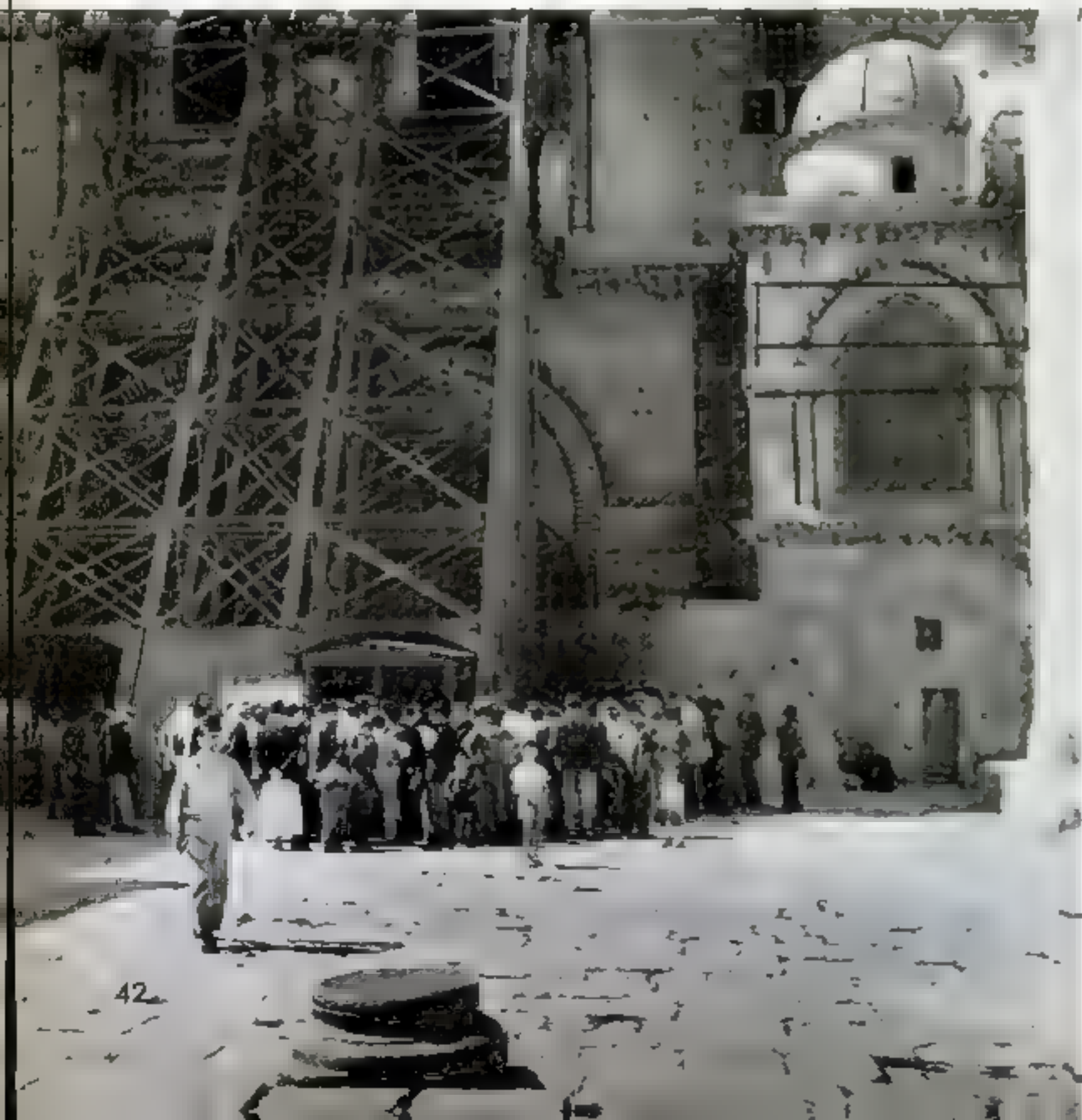


ALONG THE WEST WALL ARAB TROOPS FIRE ON JEWS THREATENING THEIR FLANK.

# ABDULLAH'S LEGION CAPTURES WALLED CITY OF JERUSALEM

Jews surrender to the Arabs after nightmarish siege

FROM THE CHURCH OF THE HOLY SEPULCHER A RADIO BLARES BATTLE BULLETINS



AN EXPLOSION BLASTS A PATH INTO JEWISH-HELD BUILDINGS IN OLD CITY. ARABS







INSIDE THE OLD CITY THE DEFENDERS RADIOED FRANTICALLY FOR HELP, BUT REPEATED COUNTERATTACKS FROM THE NEW CITY TO RELIEVE THEM WERE REPELLED

as much as the gunfire. For 11 days and nights this went on while Jews sniped at Arabs from rubble piles and subterranean passageways, and Arab artillery and dynamite squads blasted a way through. A few deserters tried to throw ropes over the wall and escape, but they were quickly picked off by the Arab marksmen. Finally there was only one way out: surrender. The Jews resignedly agreed. There was no alternative, and the beaten Jews knew it. At 9:30 a.m. on May 28 two aged rabbis clutching white flags went slowly across no man's land into the ranks of the Arab Legion. There was a hurried council and the Arabs marched into the last Jewish defenses. One by one the Jews came out of their cellars to be rushed off quickly. The women, children and old men were handed over to the Red Cross, and the men were taken to prisoner-of-war stockades.

The battle of the Old City was over. Beyond it lay the New City, bigger and

more strongly defended. And elsewhere in Palestine Jewish forces were faring better than the little group in the Old City had. But the Legion was astride the only supply route from Tel Aviv to Jerusalem and it had struck a crushing blow to the morale of the new state.

Next day, 5,500 miles away, the U.N. Security Council tried once again to reach an agreement on how to bring Jew and Arab to a temporary truce at least. Once again the wavering policies of the member nations could not be reconciled and the delegates failed to accomplish anything but ask for a four-week cessation of hostilities. But since five such requests had already failed, there was little hope that this last call from Lake Success would be heeded in the Middle East.

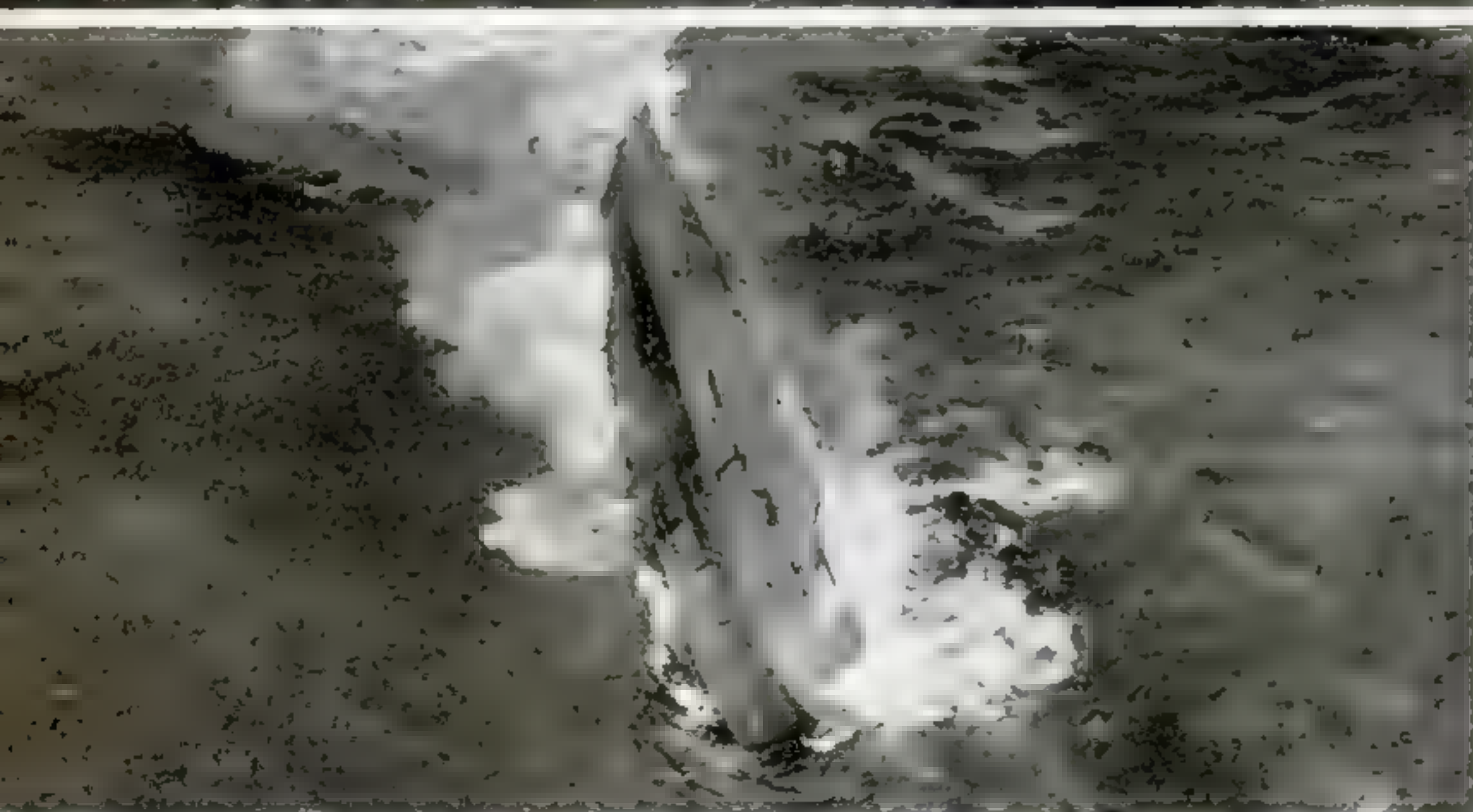
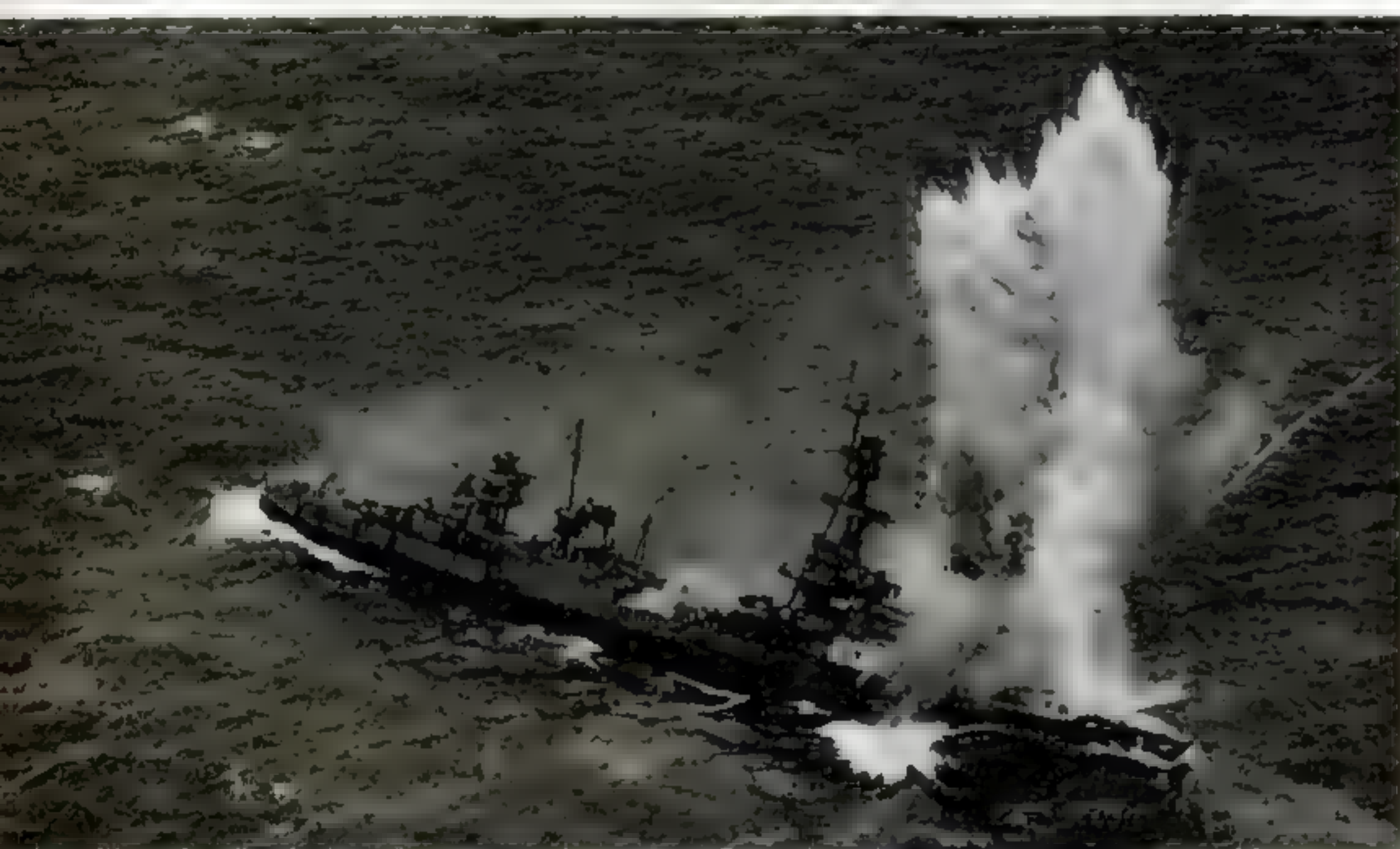
SKILLFULLY CREPT THROUGH THE GUNFIRE TO PLANT DYNAMITE UNDER WALLS



A WOUNDED ARAB LEGIONNAIRE IS CARRIED TO SAFETY BY CIVILIAN VOLUNTEERS







**SWAYBACK MARU** A saddle-like silhouette gave the heavy cruiser *Salt Lake City* a derisive nickname: "*Swayback Maru*." But there was nothing funny about her record in World War II, in which she fought 31 valiant engagements. On May 25 a naval task force

on maneuvers did what the Japanese—and Bikini atomic bombs—had failed to do. After five hours of target practice a torpedo opened a hole in the *Swayback's* bow. A second torpedo was fired from a surfaced submarine. The *Swayback Maru* then heeled over (*bottom*) and plunged to an honorable grave.



**FRANTIC FANS** The photograph above, dramatizing the perils of golf as a spectator sport, was taken



**FIERY FELIX** The strange and sinister figure in the photograph above, jumping gleefully into the air after starting a fire, caused considerable commotion in Syracuse, N.Y. In real life he is a pleasant and law-abiding actor and ex-radio announcer named Larry Harding.





by a photographer for the London *Daily Mail* in a tournament sponsored by his newspaper last month on the Sunningdale links. Former British Champion

Sam King, driving from tee in center background, hooked his shot. As the spectators along the fairway ducked, the ball struck one of them off to the left of

this group, then caromed back, just missed the heads of the two youths crouching together at center and landed at the feet of the man with umbrella at right.



But on this occasion, on behalf of a safety campaign by the Syracuse Fire Department, he was playing the part of "Fiery Felix," a dangerous and dastardly rogue who went arsonously about the city setting fires wherever hazards existed. Dashing about in a big convertible, he tossed matches onto unpro-



tested awnings and into trash cans, let his lighted cigaret fall into waste baskets and in general made a thorough nuisance of himself. Fortunately none of his mischief ever came to anything because he was always followed by firemen with extinguishers who put out his blazes as soon as he started them. More-

over he did a fine job of warning housewives about such hazards as bad wiring and careless use of inflammable cleaning fluids. After his career was finally brought to an end by a shower of foam from firemen's pumps (right), the fire department congratulated itself on its most dramatic safety campaign ever.



# THE EDUCATED MAN

TAUGHT BY THE "INTEGRATING PHILOSOPHER," HE IS OVERCOMING HIS CHRONIC "SPECIALITIS"

This week and for a trickle of bright June days thereafter there will be more college diplomas handed out than ever before in any single year of U.S. history. Some 250,000 seniors, including many beneficiaries of the GI Bill of Rights, will listen to speeches proclaiming them educated men and women—and the U.S. adult population will be richer by 120,000 new bachelors of the liberal arts and the sciences, 25,000 engineers, 30,000 new teachers with normal-school training, and 75,000 people who have learned everything from pharmacy to horse-doctoring, from technical schools, correspondence schools and other institutions. Quantitatively speaking this means that an American faith that is as old as the first Yankee schoolmarm is being gratified as never before. But how many of the 250,000 new diploma owners are truly educated men? And what shape has our ancient ideal of the educated man come to assume, anyway?

The skeptics are still with us. On the eve of the greatest turnout of U.S. college graduates ever seen Chancellor Robert M. Hutchins of the University of Chicago told an international gathering at Frankfurt am Main that American education is nothing to imitate. Our schooling, said Dr. Hutchins, is "chaotic," the emphasis on "specialization" something horrible to behold. Professor Harold Laski, the errant intellectual of Britain's Labor party, laments the "intense belief" of the American student in "the folly of superfluous effort and in the short cut by which that effort can be saved." As for the ideal of the educated man, it has become a babel of clashing ideals. The followers of John Dewey, who believe in "learning by doing," fight vociferous battles with Dr. Hutchins and the other partisans of the 100 Great Books; advocates of vocational training battle the few who want to return to compulsory Latin and Greek; President Truman wants colleges for practically everybody while Father Gannon of Fordham says this would suffocate our educators with "tides of mediocrity." In between the extremes there are a hundred compromises, combinations and permutations; U.S. education is rich in experiment if in nothing else.

## Our Educated Ancestor

A hundred years ago the problem of recognizing the educated man was simple. He was a person who knew Greek and Latin and mathematics and enough of a special discipline to be either a good clergyman or lawyer. He had studied moral philosophy—the "capstone" college course—under President James McCosh of Princeton or Noah Porter of Yale and so presumably knew something about what that favorite educated man of the lyceums, the Rev. Ralph Waldo Emerson, liked to call the "conduct of life." Having been exposed to the Greek and Roman classics, the educated man of 100 years ago was supposed to know something about the forces that had governed the rise and fall of two ancient humanist civilizations. He did not have to read Arnold Toynbee to brush up on ways and means of saving society from perdition.

Our educated ancestor, if he had truly absorbed his education, was not usually a cynic. Having studied moral philosophy, he was supposed to have an acquaintance with the virtues of courage, justice, magnanimity, charity and

truth. His whole training was supposed to give him a power of generalization that would enable him to thread his way through any body of evidence or any proposed modes of alternative behavior that might confront him.

Those who look back with nostalgia at the old education cherish the notion that it gave a man both depth and breadth. Certainly the revolutionary generation of Jefferson and Madison, the men who fought King George III over a moral issue and later wrote the Constitution, gained the power of generalized thinking from their studies. But the descendants of Madison and Jefferson did not know what to do with their ancestors' tools. The modern age is supposed to suffer uniquely from the disease complained of by Dr. Hutchins, the disease of "specialitis." But the old classic education had its own form of specialitis; the student of Latin frequently spent so much time on his case endings, his gerunds and his conjugations that he had little energy left to cultivate any understanding of what the Latin authors were saying. And the student of moral philosophy, taught by clergymen with a vested interest in one specific type of truth, was sometimes led to suppress the uncomfortable evidence that was leading to a clamor for the institution of new courses in biology, in psychology, in the social sciences.

## The New Lopsidedness

To incorporate the new sciences, to give a new breadth and a new depth to the ideal of the educated man, the generation of Harvard's famed Dr. Charles Eliot fostered the free-elective system. The mature student who happened to choose well from among a variety of riches could absorb more education under this system than from the narrow curriculum of the preceding generation. But the Eliot dispensation led to new lopsidedness, to specialitis in one field or to superficiality in many. A man who knew everything about genes or atoms frequently knew nothing about the claims of good citizenship; a dilettante in the arts often had little acquaintance with the virtues of courage, justice, magnanimity, charity and truth. People who went in for the scientific studies that specialized in amassing facts seldom emerged from them to master the power to generalize or to argue from principles. If the old ideal of the educated man had often resulted in a narrow concept of values, the new ideal often led to a slippery moral relativism or to a denial of all values whatsoever.

Writing in the '90s about the failure of the Japanese to get at the inner secret of Western education, Lafcadio Hearn said, "Self-restraint of the Northern [i.e., the Western] sort requires large-mindedness. It is rendered possible only by large, straight, powerful apprehensions of general truth, and the general effects of general causes. The ability to think in relations, and in abstract relations, alone accounts for the existence of England." But even as the Japanese were failing to become really Westernized in their thinking, the West itself was becoming Japanized.

So the problem in recent years has been the same one that bothered the educators of the pre-Civil War period: how to add breadth to depth, how to produce a college graduate who would combine general intelligence—Lafcadio

Hearn's "large-mindedness"—with enough specific knowledge to earn his living in a given field. Ever since the early 1920s the growth of "integration courses," of "orientation courses," of "directed studies," has shown that educators are aware of the problem of creating the truly educated man. The Harvard report, *General Education in a Free Society*, was the culmination, not the beginning, of a movement. Precept has been followed by practice: Yale, for example, has a course in philosophy, the specific purpose of which is to "integrate and illuminate the work of the other four courses." The result of this course, which is limited to a picked number of freshmen and sophomores, has been to raise the student's average by several points. Other universities have made similar approaches to the problem.

But the world, at least in the more cosmopolitan universities, is too much with the student. Says Dean William C. DeVane of Yale College, "As many as 25 lecturers from the outside world have come through here in a single week. Every national cause and movement has its campus club, its speakers, its sponsors. The campus an ivory tower? Would that it were; we need a touch of the ivory tower. As a matter of fact, the present beats with such persistence upon the student that he doesn't have a chance for contemplation. One function of the educated man should be to put ice packs on the fever of contemporary life. But how can you produce critics of American life when the student is overwhelmed by it?"

The question is pertinent, and Dr. Hutchins is himself an ironical commentary on it. Dr. Hutchins would have the student absorb general education from the great masterpieces. But Dr. Hutchins has spent a good part of his energy in recent months raising millions to keep some of the best nuclear physicists in the U.S. working together at his University of Chicago. If the vast accretion of new facts in the 1920s made integration and perspective a vital necessity, what must the complexities posed by Dr. Hutchins' stable of high-priced physicists do? Even as the new integration courses begin to take precarious hold they are in danger of being overwhelmed.

## The Distractions Grow

The tides pushing the student toward early specialization are running stronger than ever; a chemical engineer coming straight off the campus can evidently have his pick of many jobs (pp. 111-119). The distractions beating in on the campus from the outside world must increase in intensity with every new mechanical triumph in television and whatnot. The need for generalized thinking, for large-mindedness, is far greater than it was in 1919, when Professor John Erskine of Columbia University first instituted a Wednesday-evening "honors" course in reading "the best-sellers of ancient times."

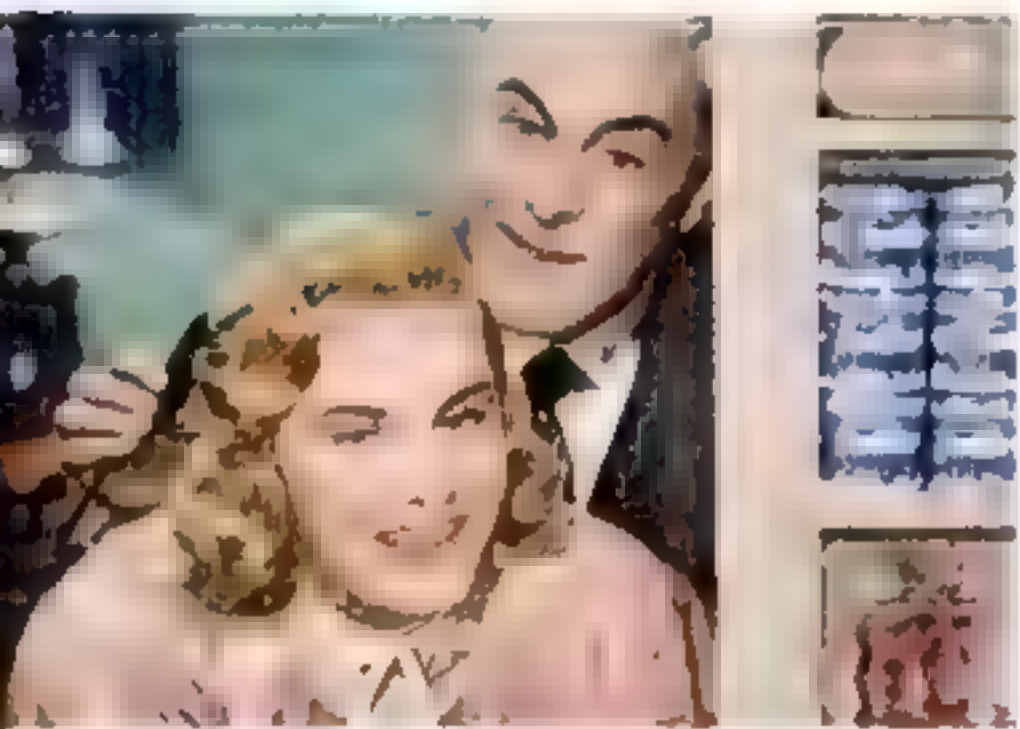
But the educators have at least recognized and defined their problem. And if most students are too busy with athletics and Henry Wallace or Harold Stassen to find time for contemplation, there are a few who are profiting by the new courses that put the integrating philosopher at the center of things. Since these will become the teachers of tomorrow, we may yet win mastery over our world.





# Once...her hair was her despair, now she's a "LUSTRE-CREME" Dream Girl

**CINDERELLA** had nothing on me in spending lonely man-less evenings. My hair was dull, rebellious. But my sister Mimi knew a special way to keep her locks gleaming, soft and glossy. So she won all the beaux, including my "one and only," Mr. Handsome.



**DESPERATELY**, I resolved to spy out her hair secret from her hairdresser. "It's the magic of Lustre-Creme Shampoo," he said. "Lustre-Creme is not a soap, not a liquid, but an amazing new, dainty cream shampoo created by Kay Darnit, cosmetic genius, to bring out hidden hair beauty." And golly, how lovely my hair looked after that Lustre-Creme shampoo!



**"KEEP IT LOVELY"**... urged the hairdresser, "by using Lustre-Creme Shampoo at home. Lustre-Creme gives this three-way loveliness: (1) Makes hair fragrant, clean... free of dust and loose dandruff; (2) brings its every hair strand with a lovely glistering sheen; (3) leaves your entire head of hair soft, pliable, easy to manage. Its instant billowy lather is a rare blend of secret ingredients... plus gentle lanolin, akin to the natural oils in a healthy scalp."



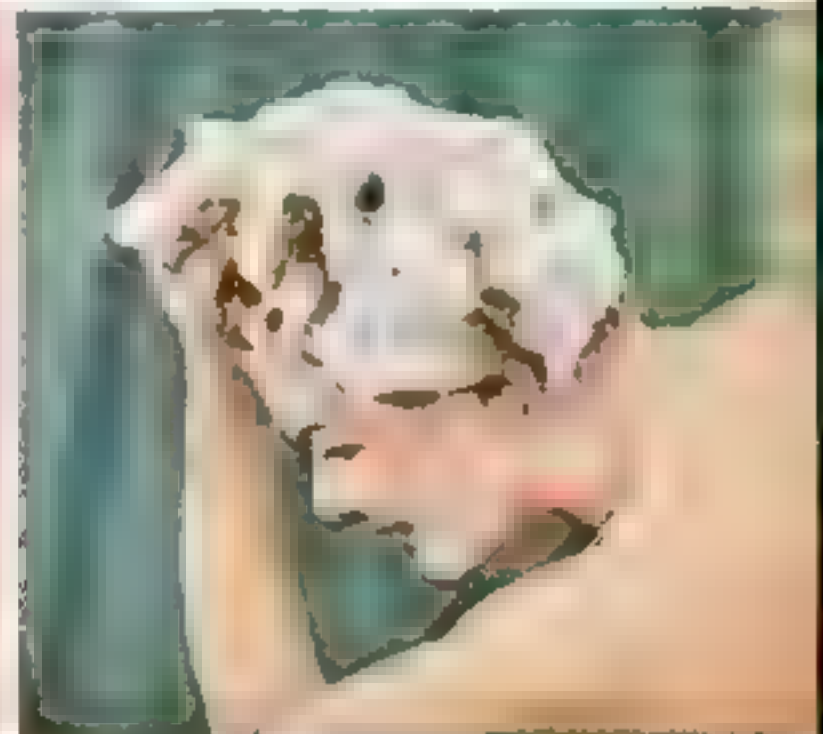
**NEXT DAY...** I ran into my long lost Mr. Handsome. "Say!" he exclaimed, "What's happened to your hair? It looks beautiful, and changes your entire appearance." That night we dined at a swank roof garden. On the moonlit terrace he again complimented my Lustre-Creme tresses... expressed his marvel at their new softness and sparkle. "I always thought of you as pretty," he said, "but that new hair look makes you a Dream Girl... the girl I've always dreamed of finding."



**A FEW WEEKS LATER...** He slipped a sparkler on my finger... while he tenderly touched my sparkling hair. I don't suppose it always works this way. But Lustre-Creme Shampoo, with its blend of secret ingredients plus lanolin, did bring out my hair's beauty, did attract my man. (Now he uses Lustre-Creme to keep his hair clean and glossy.)



Whether you prefer the TUBE or the JAR... you'll prefer LUSTRE-CREME SHAMPOO



**YOU, TOO...** can have soft, glamorous Dream Girl hair with Lustre-Creme Shampoo. Lathers lavishly in hard or soft water. (No special rinse needed.) A single Lustre-Creme shampoo will amaze you with its "three-way loveliness" results. Your hair is sweetly clean; gorgeous in its sheen; soft, easy to manage; lovely to caress. Try it! Now Lustre-Creme Shampoo comes in tubes as well as in jars... for home and travel use, convenient for all members of the family. 4-oz. jar, \$1.00. Smaller sizes in jar or tubes... 49¢ and 29¢. At all cosmetic counters.

Kay Darnit, Inc. (Successor) 929 N. Michigan Avenue, Chicago, Ill.





*Another*

**CUR**

**ALSO PEPPERMINT.**

*Makers of Baby Ruth and*





**W**RTISS  
*IN FRUIT GUM*



**W**TISS *Product*

**SPEARMINT.. PEPSIN**

*Butterfinger Candy Bars*





## What to ask the man for

**T**HE next time you step up to your favorite bar, you may be undecided as to what *drink* you want. A Manhattan? A Sour? A highball? Or an Old Fashioned?

Whatever your choice, be sure that you say: "*Make it with Four Roses, please.*"

Four Roses—as you very well know if you serve it at home—lifts *any* drink out of the ordinary... gives it a glorious perfection that can come only from Four

Roses' distinctive flavor and mellow smoothness.

So at your favorite bar, as in the store, let your judgment prompt you, *always*, to specify this truly great whiskey—Four Roses.

• • •

Fine Blended Whiskey—90.5 proof, 40% straight whiskies, 60% grain neutral spirits.

Frankfort Distillers Corporation, New York.

## FOUR ROSES



AMERICA'S MOST FAMOUS BOUQUET





# PEOPLE

In January of 1926 the daughter of Postal Telegraph Magnate Clarence Mackay married the song-writing son of Rabbi Moses Lipkin Baline. For the ceremony Ellin Mackay had to slip away and meet Irving Berlin in New York's Municipal Building. Society raised its lorgnettes, the bride's father fumed and Berlin wrote a song called *Because I Love You*.

By last week this old unpleasantness was a vague and slightly ludicrous memory. As the author of *Always*, *Remember*, *White Christmas* and more than 800 other songs, Irving Berlin long since had become a sort of national hero. Ellin never wavered from his side. When it was announced that the couple's eldest daughter, Mary Ellin (right), would soon marry the very social Dennis Sheehy Burden of New York and Newport, everybody from Lucius Beebe to the New York *Daily News* was highly pleased. Said the *News* editorially, "We think it's swell."



**BERLIN'S WIFE**, shown with him after their marriage, is a novelist (*Land I Have Chosen*).



**BERLIN'S DAUGHTER**, Mary Ellin, is 21 years old, brown-haired, brown-eyed and a music stu-

dent at Barnard College. Her fiancé, a former Navy pilot, is attending Columbia University.





## You make the music— Solovox adds extra fun!

IMAGINE THIS IS YOU. Your piano has a Solovox attached.

You select an instrumental effect... cornet, clarinet, oboe, or sax... violin, cello, French horn, or flute... almost as many as you can name!

Then you play a melody on the small keyboard of the Solovox with your right hand, while your left hand plays the piano accompaniment.

It sounds wonderful. You could go on playing for hours! It's easy, too... much *more* fun than playing piano alone. Two of you can team up. The Solovox is grand for duets.

Maybe you know only a few simple chords, or a few tunes by ear. Don't let that bother you. Any music you play sounds professional, because the Solovox offers such a wide variety of unusual musical effects.

You can play a single tune over a hundred different ways!

The Solovox is portable—goes on or comes off any piano quickly. Does not mar the finish, nor will it affect the normal operation. Your piano can be played separately at any time.

Don't wait another day to see and play the Solovox®. Visit your dealer's. Or, send the coupon to learn how to get more fun out of your piano!



# Solovox

Made by the makers of the Hammond Organ

Hammond Instrument Company, 4240 W. Diversey Ave., Chicago 39, Illinois

Without obligation, please send me full information about the Solovox.

☐ Check if you also wish full details about the Hammond Organ.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

P. O. Zone \_\_\_\_\_

State \_\_\_\_\_

© 1954 Hammond Instrument Company

P-1249



**BASEBALL'S BEST BARGAIN** is this five-man pitching staff of the Philadelphia Athletics, which represents an outlay of only \$37,000 by thrifty, 85-year-old Manager Connie Mack (standing, above). Last week the underrated Athletics still clung to first place in the

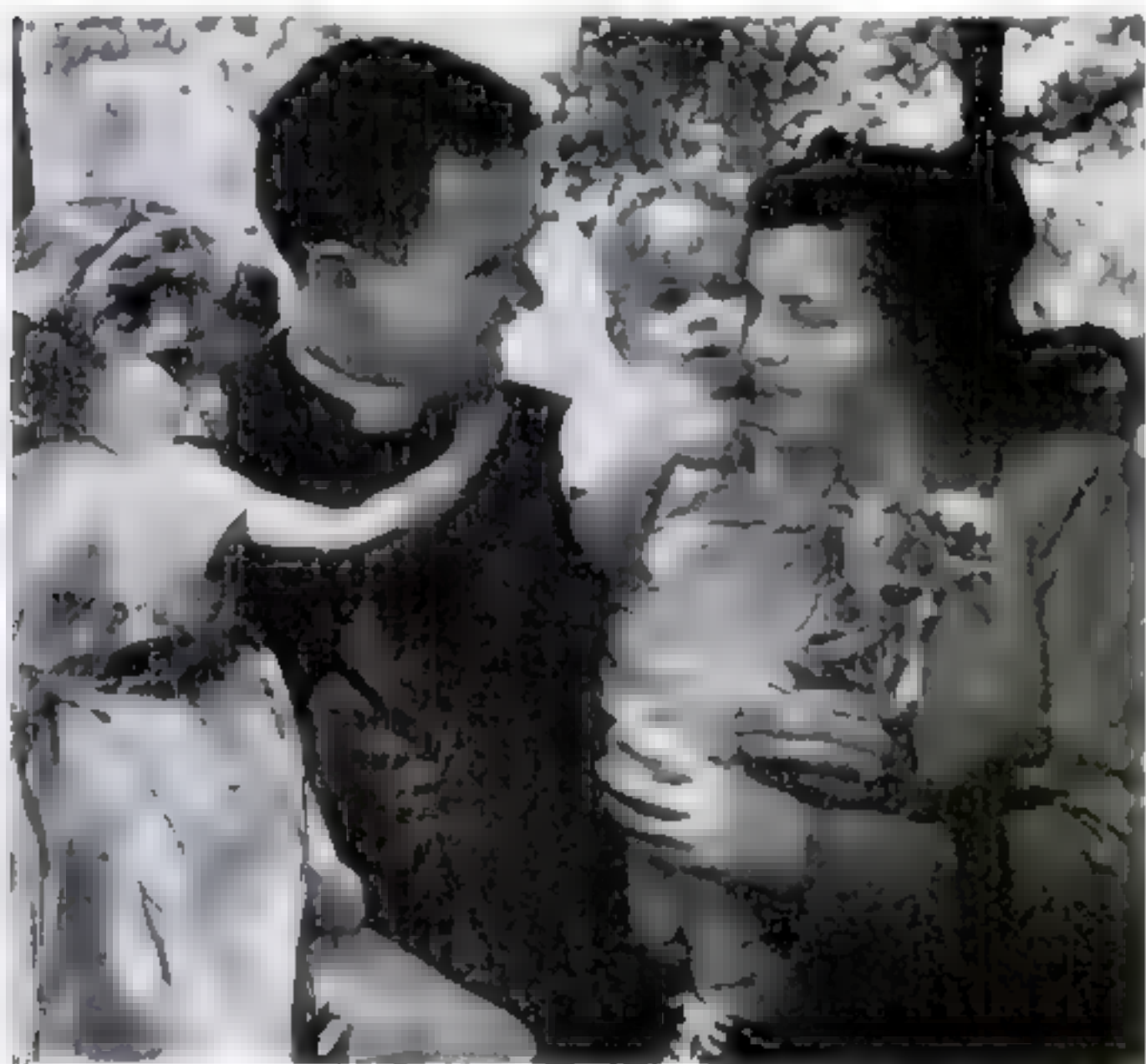


**NEWEST PRESIDENT**, 73-year-old Chaim Weizmann (right), first chief of state of the republic of Israel, presents a velvet-covered Torah containing the first five books of the Old Testament to President Truman, who said, "I always wanted one."





American League after six weeks of play, with 24 victories, 20 of them by Pitchers Joe Coleman, Phil Marchildon, Dick Fowler, Carl Scheib and Lou Brissie (left to right). Unlike Mack's \$100,000 infield of 1910-14, his \$37,000 pitching staff is not for sale or trade.



**YOUNGEST BISHOP** in Episcopal Church history, 30-year-old William Gordon Jr., is surrounded by his family after Raleigh, N.C. ceremony in which he became bishop of Alaska. Said Gordon, "Becoming a bishop is pretty much like getting married."

CONTINUED ON NEXT PAGE

**you're there**

NO. 37-A 5-POWER  
ACHROMATIC  
FIELD GLASS  
WITH CASE \$24

NO. 27 3-POWER  
BINO. HEAD  
WITH CASE \$4.25

## WITH Airguide GLASSES

Thrilling close-ups add to your pleasure all along your vacation route. Through the clear, precision-ground lenses of your Airguide Glasses, *you're there* when scenic splendors beckon from afar. You're there . . . when "they're off" at the race track, or when a natty white sail bridges the horizon.



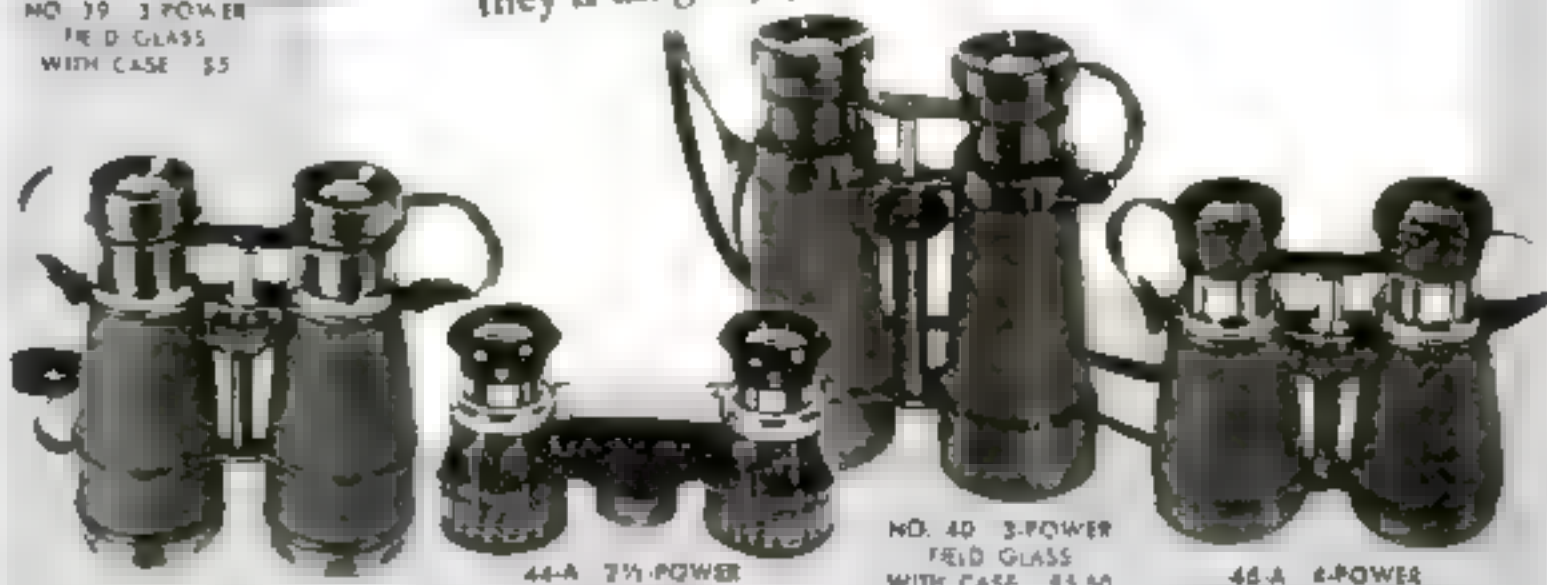
NO. 31 2½-POWER  
SPORT GLASS  
WITH CASE \$1.50

Favorite of vacation-goers and outdoor enthusiasts the country over, these handsomely-designed Glasses also make wonderful gifts for Graduation and Father's Day.



NO. 39 3-POWER  
FIELD GLASS  
WITH CASE \$5

Famed for quality workmanship, Airguide Sport and Field Glasses are prized for their smooth, quick-focusing action, optically smooth ground lenses and rugged but lightweight construction. Get a pair in any of the better stores that sell Airguides coast to coast . . . they'll magnify your fun many-fold!



NO. 36 4-POWER  
FIELD GLASS  
WITH CASE \$9

44-A 7½-POWER  
ACHROMATIC  
SPORT GLASS  
WITH CASE \$23

NO. 40 3-POWER  
FIELD GLASS  
WITH CASE \$3.50

48-A 6-POWER  
ACHROMATIC  
FIELD GLASS  
WITH CASE \$22

FEE AND STEMWEDEL, INC., CHICAGO 47



AGAIN we come to the marry month of June. Since 1885, Westclox have come as friends into new households . . . and stayed on, loyal and trustworthy, counting busy, lazy, happy hours. These new Westclox will be good friends of the family whose hours together begin now.



**WESTCLOX**  
*Electrics*

MADE BY THE MAKERS OF BIG BEN  
Products of GENERALTIME Instruments Corp.

#### Three new electrics

(Top) **BELFAST** Wall Clock, a dependable kitchen helper. In white, red, green or ivory finish, \$4.95. (Center) **BIG BEN** Electric Alarm has a clear-toned gong alarm that adjusts to loud or soft. In rich brown with gold color trim, \$8.15. (Bottom) **BARRY** Electric has a cheerful bell alarm, a handsome black plastic case, at only \$4.95.

prices quoted do not include tax and are subject to change

## PEOPLE CONTINUED

**REVENGE ON RADIO.** The heavyhanded humor which characterizes most of radio's audience-participation programs last week got one such enterprise in \$100,000 worth of trouble. The trouble was a lawsuit filed by Mrs. Kathie Zahn (*below*), a plump, civic-minded matron from Albany, Calif., across the bay from San Francisco. The program that aroused Mrs. Zahn's wrath was NBC's *People Are Funny*, which every Friday subjects selected victims to a half hour's buffoonery and then showers them with costly gifts.



MRS. ZAHN IN HER RED HAT

Until last Dec. 6, when Mrs. Zahn put on a red hat and took a commuter train to San Francisco to do some shopping, she had never even heard of *People Are Funny*. She could not know that another woman in a red hat, named "Mrs. Raleigh," was going around giving away the sponsor's Raleigh cigarettes, that Mrs. Raleigh would be in a San Francisco rail terminal about noon on Dec. 6 and the person to identify her would collect a \$20,000 jackpot. According to Mrs. Zahn's story, she was completely unprepared for some 2,000 fanatics who descended on her when she walked into Mission Street terminal wearing a red hat. Mrs. Zahn had to be rescued by a riot squad. She got a bill from the cleaners, some unwanted publicity (she was running for Albany's city council and subsequently lost) and, belatedly, an invitation to a *People Are Funny* broadcast. She accepted but soon flounced from the studio, insulted by the offers of \$200 and an electric refrigerator.

On May 17 Mrs. Zahn sued NBC, San Francisco station KNBC, the Brown & Williamson Tobacco Corp. and everyone else in sight. Said her lawyer, "We are going to deal a death blow to all programs of this type."



**AMBASSADOR'S DAUGHTERS**, the first youngsters to live in Washington's present British Embassy since its completion in 1930, leave official residence for a romp in the gardens with their parents, new envoy Sir Oliver Franks and Lady Franks.



IT'S NEW—IT'S ROMANTIC—IT'S

**P**lantation



Newest, most youthful pattern in all its shining world,

Plantation reflects for your future, the gracious splendor of the past.

Its design soars high as fluted columns . . . its rich detail

is deep as the heart of a rose. Ask your jeweler to show you

this lovely new pattern in the service that gives you

More For Your "SILVER" Dollar—for instance the 42-Piece Service

for eight is \$39.75. Five-Piece Place Settings are \$4.50.



1881  
**ROGERS**  
silverplate  
by **ONEIDA LTD.**  
silversmiths



# Put the **SAVE** in Savory Goulash



with..



The wonderful  
cooking sauce from  
California

Your family's going to love this flavorful beef and potato dish. And you? Well —

You're going to save! Because Hunt's Tomato Sauce stretches food money. Makes even your lowest-cost dishes brim over with wonderful flavor.

That's because Hunt's is *all* tomato. Kettle-simmered with fine spices and seasonings. Rich and thick. Why, it takes more

than four tomatoes to make one can. Yet — It costs you but a few cents!

And convenient? Just cook Hunt's into your favorite recipes. Like spaghetti, meat loaf, soups, rice, fish, macaroni, vegetables, eggs. *And leftovers.*

Get several cans of Hunt's Tomato Sauce at your market. Let the family enjoy its great flavor. For just a few cents a can!



## Savory Goulash—Hunt Style

3 tbsp. fat 1 large onion, sliced

1½ lbs. stewing beef, cubed

1 can Hunt's Tomato Sauce 1 cup water

1 tsp. salt ½ tsp. pepper

4 medium-sized potatoes, peeled and quartered

Cook onion in fat until tender. Add meat and cook until browned, stirring occasionally. Add Hunt's Tomato Sauce, water and seasonings. Cover and simmer in a medium-sized saucepan. Add potatoes and simmer about 30 minutes longer. For thicker gravy blend in 2 tablespoons of flour and cook until thickened. Makes 4 servings... and *how* the family will love 'em!

Hunt Foods, Inc. Los Angeles, Calif.



**Hunt**-for the best



# "DISINFLATION"

A NOTE OF CAUTION AMID CURRENT U.S. BOOM IS SOUNDED BY A FAMOUS BRITISH ECONOMIST



GEOFFREY CROWTHER

Last week business in the U.S. was booming. Employment was high. So were production and retail sales. The stock market was higher than it had been in almost two years. But was everything on the economic front hunky-dory? For an opinion LIFE asked one of England's most renowned economists, Geoffrey Crowther. His answer was, "No."

Crowther gives two reasons (illustrated by the drawings on this page) for his belief. First, he says, the boom has been going on too long. Every economic movement has within itself the seeds of its own reversal. Sooner or later they must sprout.

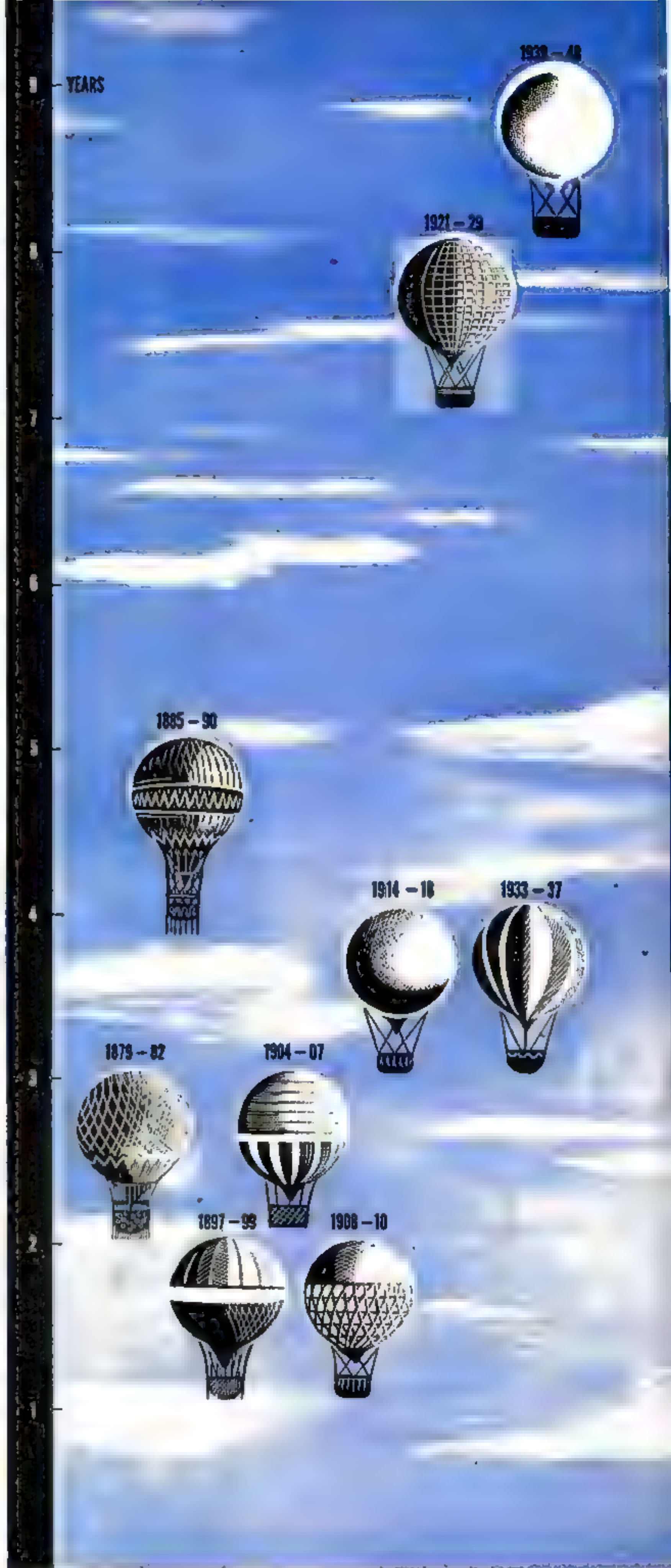
The longer they are kept from sprouting, the more violent their sprouting will be. Second, Crowther is disturbed by the enormous production of capital goods (capital formation) which now amounts to \$31 billion. The market for these goods will eventually become glutted. From this it may be assumed that demand will contract, prices will decline and a recession will have begun.

The recession need not be a bad one (pp. 58, 59). Crowther has coined a word for it, "disinflation," which he says means more of a decline in prices than in wages. Companies with high-price inventories will suffer most.

Crowther's timing may turn out to be premature. He admits that he does not know when the switch from inflation to disinflation will come. Today's spiraling stock market, labor shortages, the inflationary impact of ECA and our rearmament program—all these things may conceal, even postpone a reversal. But, he feels, they cannot change the fact that it is due sooner or later.



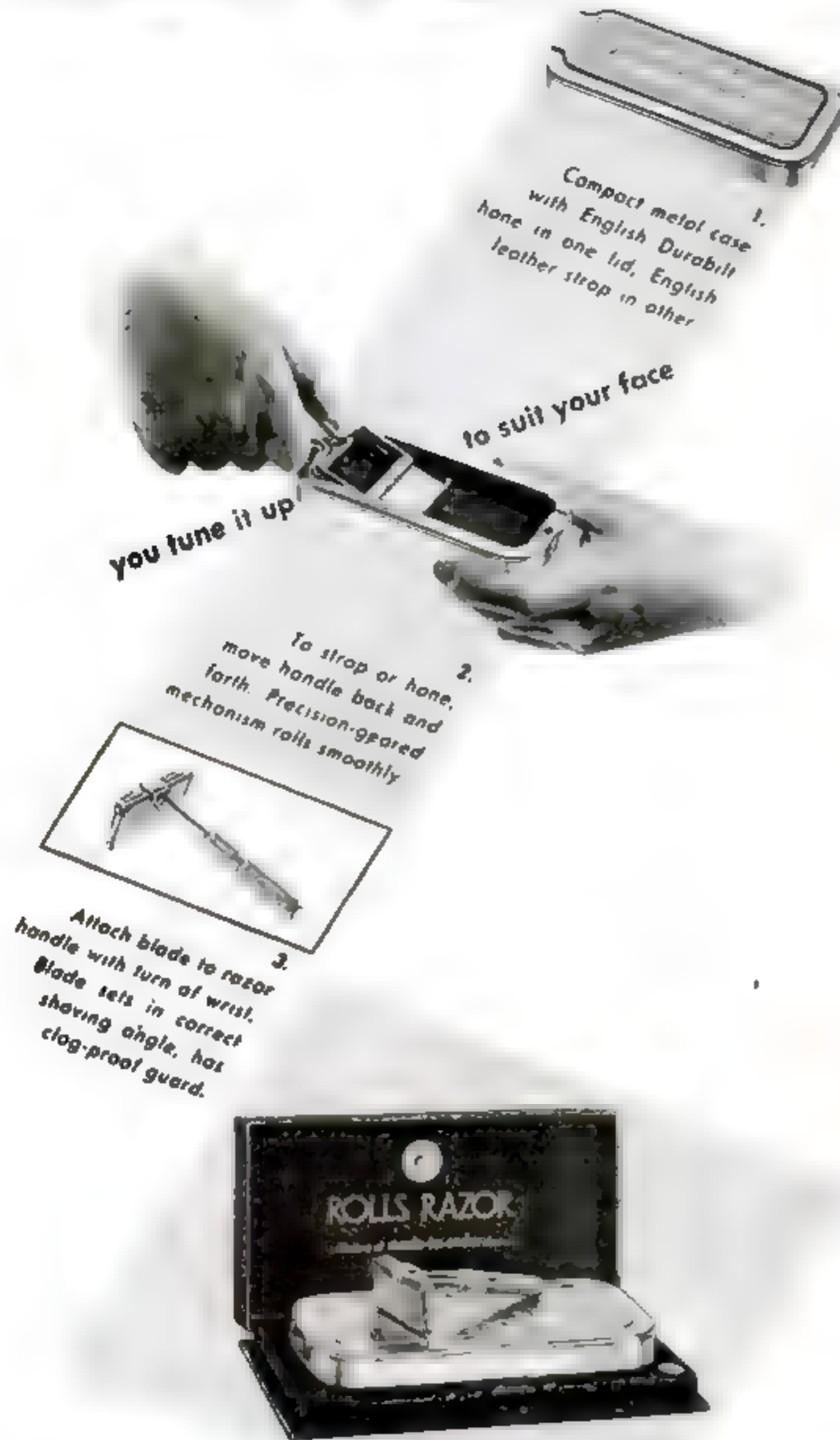
**CAPITAL FORMATION** (the production of capital goods) is at too high a level. Crowther does not believe U.S. can continue to require capital goods at the rate of \$31 billion a year. As a result, prices must drop or over-all activity fall from present \$240 billion level. In drawing above height of balloons shows over-all business level, size of baskets shows rate of capital formation during the years 1929, 1938 and 1948.



**LENGTH OF CURRENT BOOM** is also dangerous, in the opinion of Crowther. During booms prices and wages rise and the productivity of labor tends to decline until goods become so expensive that they can no longer find a market. The longer the boom lasts the more aggravated this situation becomes. Crowther points out that the current boom is longest in history of the U.S. and that a correction is imminent.



would you like every shave  
made to order?



Cast away shaving worries — no more blades to buy — no more dull scraping edges. For Rolls Razor is a lifetime of perfect safety-razor shaves packed in one slim metal case. Yes, the blade is lifetime too — forged by hand and hollow-ground of superb Sheffield steel to whisk off whiskers close and clean with a feather-light touch. Rolls' built-in strap and hone tune up the blade in just 27 seconds to suit your beard and skin. Get yourself a Rolls and enjoy custom-made shaves your whole life long. Imported from England. Complete \$15. No luxury tax.

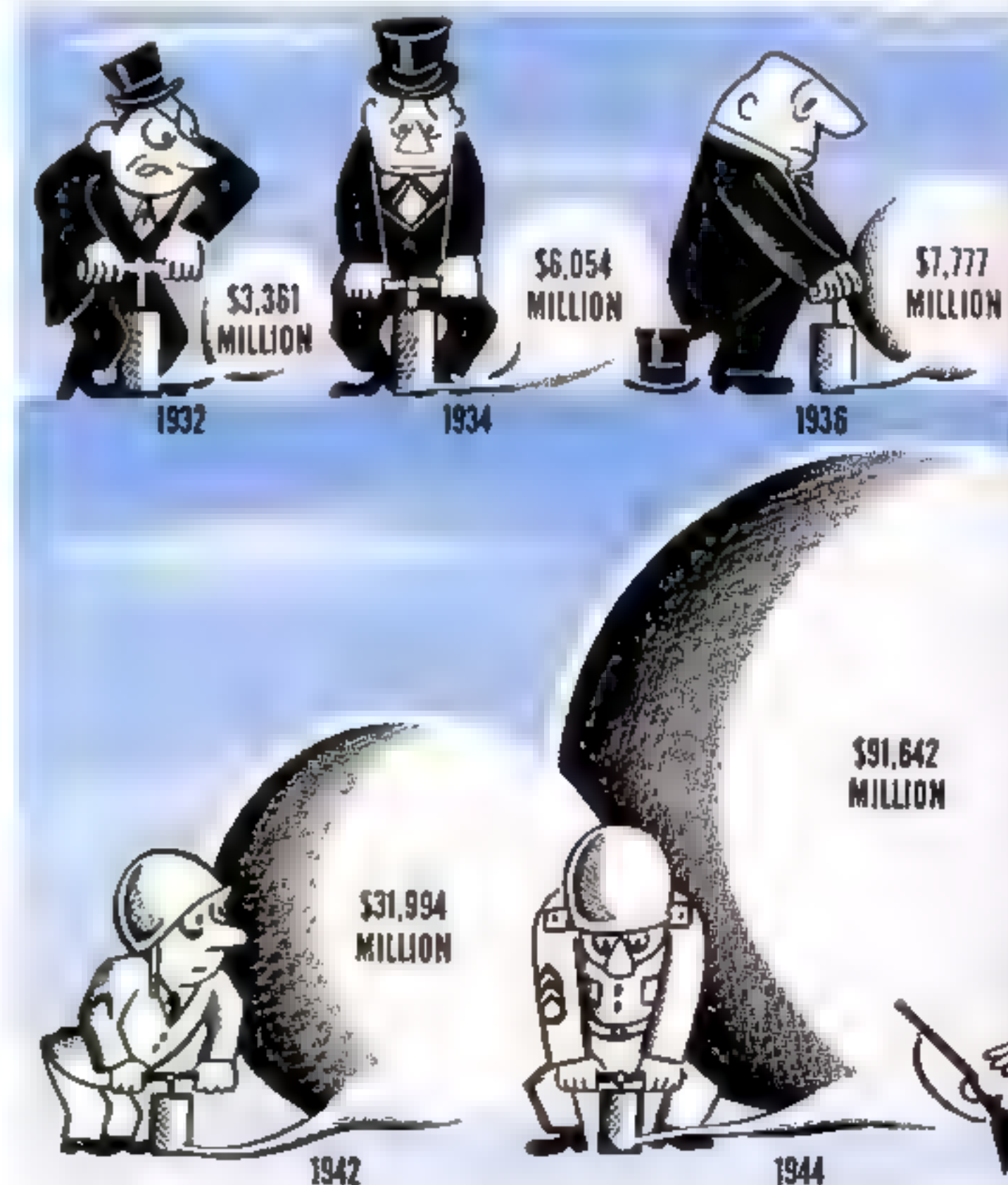
## ROLLS RAZOR

Service and Repair Branches at  
33 West 46th Street, New York 19  
336 So. La Brea Avenue, Los Angeles 36

## "Disinflation" CONTINUED



**HOW BAD WILL IT BE?** Not bad, says Crowther, contrasting conditions in 1929 (left) with conditions today (right). In 1929 a dangerous speculative situation existed. Brokers' loans, a measure of speculative activity in the stock market, were extremely high. Banks were shaky and many were failing even before the crash started. Savings were small. Worst of all, the nation was drunk with con-



**CAN U.S. SPEND WAY OUT?** No, says Crowther, the sum will be entirely too big. With total national productivity now at \$240 billion, a slump of only 10% would put the government in the position of having to spend \$24 billion to keep the economy at its present level if it did not choose to let the movement run its natural course. A slump of 20% would mean pump priming to the tune of \$48



1948



fluence and believed we were in a "new economic era." Today brokers' loans and mortgages are much smaller and savings much larger. The banks are in excellent shape and the temper of the country is one of cautious apprehension rather than optimism. These factors mean that a decline in business activity will not reveal other weakness and start a real landslide. The decline should be from 10-20%, Crowther thinks, still leaving business at a fairly high level.



libution. Only in wartime has the U. S. spent sums like these, and Crowther believes that only war or the threat of war will produce such deficits again. Actual federal deficits for eight representative years of depression and war between 1932 and 1946 are shown in columns above. The irregular shape at right shows the tearsome but unknown deficit the government may face in 1949 if it decides to prime the pump in an effort to prevent a depression in our economy.

CONTINUED ON NEXT PAGE

THE NATION SAYS  
*Gayson*  
SHIRTS · SPORTWEAR · PAJAMAS



WHITEHALL

WHITE BROADCLOTH SHIRT  
with the 'LOCKED-IN' LUSTRE  
of Imported Egyptian Cotton

60% stronger by test\* than shirts at the same  
and even higher prices. The natural, looking  
lustre of Egyptian cotton makes the  
fabric richer. Demand value...

demand Gayson Whitehall. \$3.95

\*U. S. Testing Co., Inc., Tensile Strength Test F 60856  
and Hatch Textile Research, Tensile Strength Test

F. JACOBSON & SONS, Inc., 1115 Broadway, New York 10

SHIRTS · SPORTWEAR · PAJAMAS · MAKERS OF *Excella* Shirts

Copyrighted material





**new Toni creme shampoo**  
gives you

# SOFT-WATER SHAMPOOING

even in hardest water

Your hair will shimmer with fetching highlights—sparkle with all, yes *all* its glorious natural sheen. For new Toni Creme Shampoo gives you "soft-water shampooing." The new miracle shampooing that gets your hair more lustrous than any soap or soap shampoo you've ever used—and rinses away unsightly dandruff instantly.

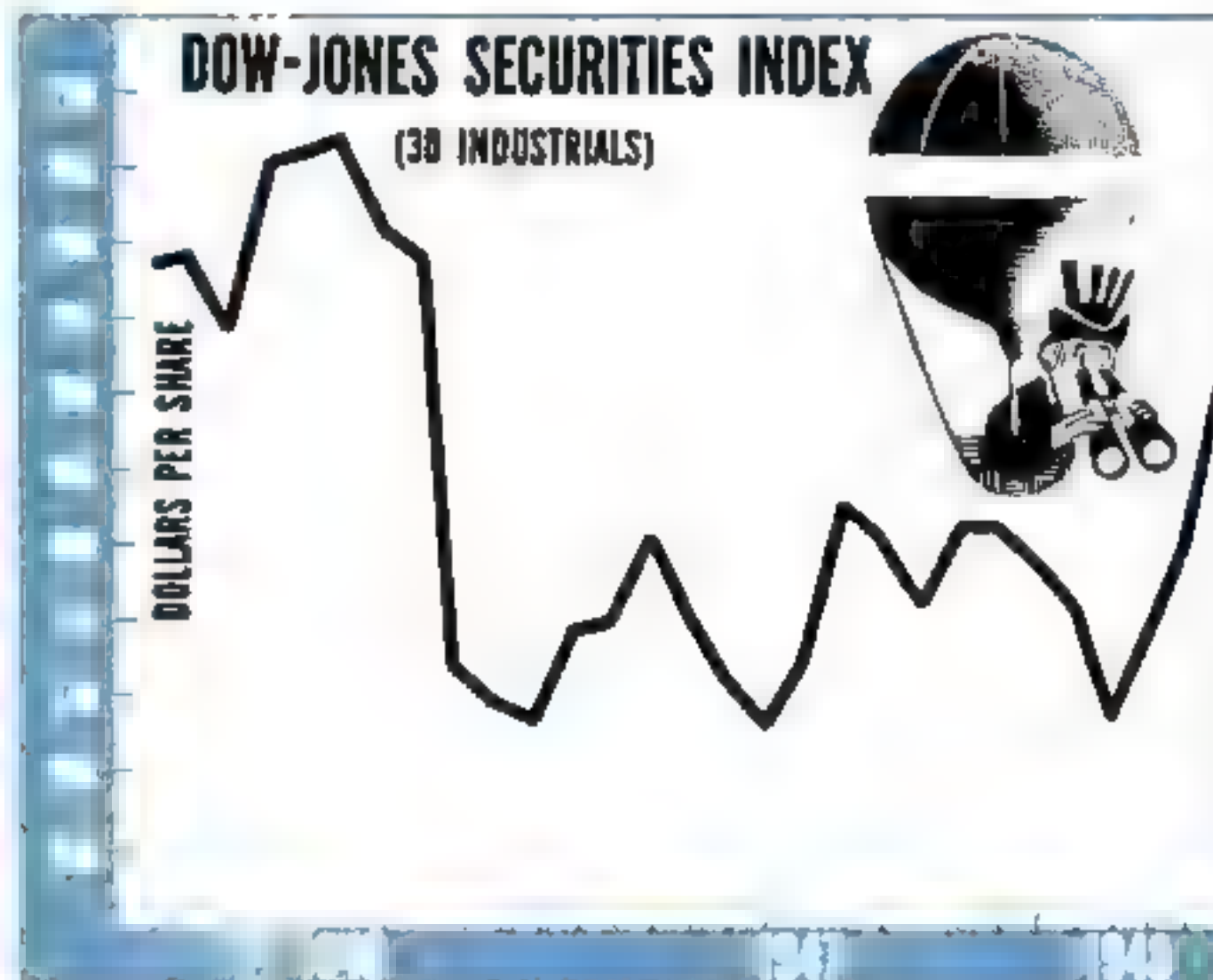
With new "soft-water shampooing" no after-rinse is needed. There's no soap-film dullness, no fly-away dryness. Today enjoy the benefits of "soft-water shampooing." Get new Toni Creme Shampoo in the handy tube or jar.



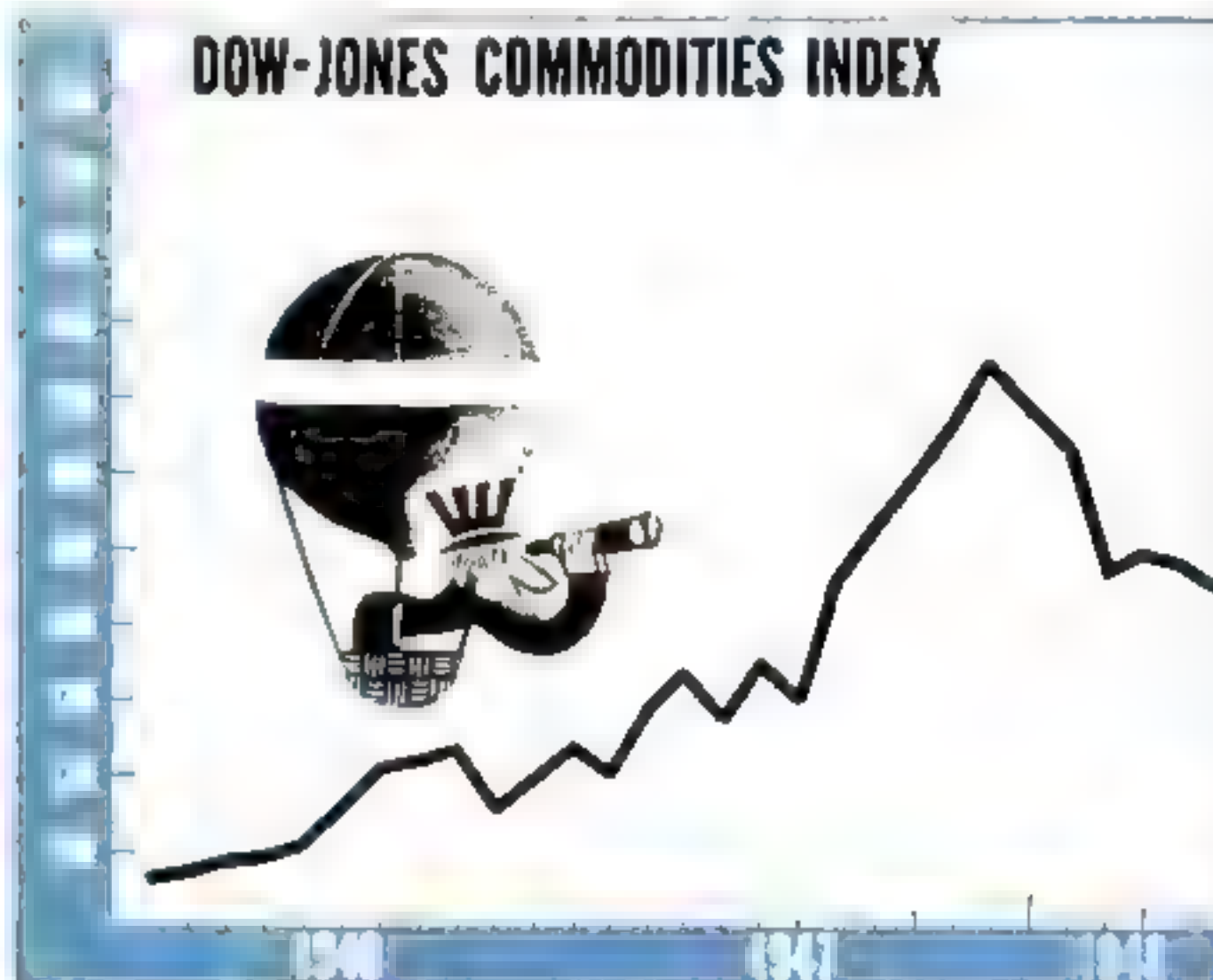
**ASK FOR TONI  
CREME SHAMPOO  
IT'S NEW!**

"Disinflation" CONTINUED

## WHEN WILL DISINFLATION START?



**TIP-OFF** on timing of the slump can only come, says Crowther, from careful watching of business indexes. The stock market (*above*) has fluctuated in a narrow range for two years. A break through recent lows would be a danger signal.



**COMMODITY PRICES** have survived one severe recent plunge, reflecting the break in wheat and corn last winter. Another such break, coupled with a break in stocks or in retail sales, might well confirm the existence of a slump.

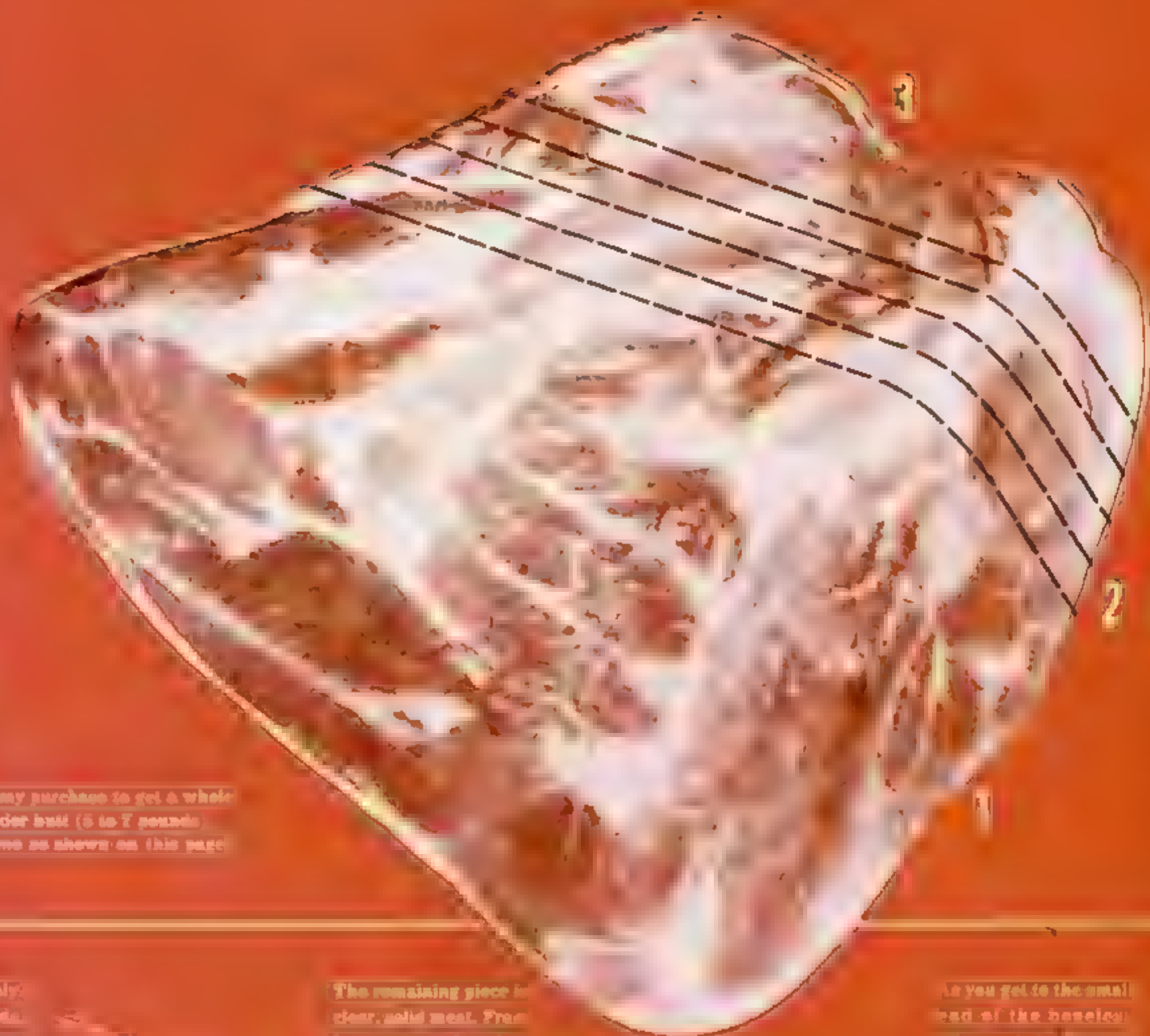


**U.S. SALES** fluctuate seasonally, with the biggest dips coming after Christmas. If curve should flatten out in next few months, it might be an indication that prices were too high. Higher prices would force sales figures further down.



# how to make three fresh-cooked meals from one pork butt

It's a real economy purchase to get a whole fresh pork shoulder butt (5 to 7 pounds) and cut it at home as shown on this page.



A pork butt has only one bone. It extends only part way through the bone. To cut it with a sharp knife, as shown, cut it into two pieces. Bone in your smaller, no-meat roast.



The remaining piece is clear, solid meat. From it you can cut boneless meat slices, each inch thick. Steaks just as you like. Make a panful of gravy with the drippings.



As you get to the small end of the boneless meat, cut it into half-inch cubes. Use it in meat-stretching soups or stews. Or, if you prefer, a casserole of corn and pork.

## 1 Roast Pork

## 2 Pork Steaks

## 3 Chop Suey



When you buy a whole fresh pork shoulder butt, you can cut it into three parts and make three different meals. The first part is a small roast with one bone. The second part is a large piece of solid meat that can be cut into steaks or cubes. The third part is a small piece of solid meat that can be cut into cubes. All three parts can be used to make delicious meals.

For more information, see the Meat page in the November 1964 issue of the American Medical Association.



Statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.



# Bretton

*first among fine  
watch  
bands*

## Bretton brings the new look to your watch

And what an up-to-the-minute "look" it really is—  
smart, flattering, distinctive. And because  
BRETTON bands are expertly fashioned by  
master jewelry craftsmen, they are always a  
source of deep pride and satisfaction.  
Wherever fine jewelry is sold.

— Bruner-Ritter, Inc., Fifth Ave., New York,  
and Montreal, Canada.



### Bretton

*Quartz*

America's favorite feminine  
expansion watch band—  
and best seller everywhere.  
Splendidly streamlined, trim, neat  
and graceful in yellow, pink or white—  
1/20 12kt. gold filled.  
\$10.50, tax incl. \*reg. U.S. pat. off.



### Bretton

*Bretweave*

The real thing in smart  
businessweave watch bands for men—  
with handsome new  
streamlined expansion center.  
In yellow, pink or white—  
1/20 12kt. gold filled.  
\$12.50, tax incl.

**Bretton bands make any watch look better . . . longer**

Copyright 1948, Bruner-Ritter, Inc.





IN A QUIET NORTH CAROLINA COURTHOUSE AN EX-COMMUNIST, FRED BEAL, FINALLY GETS BACK THE AMERICAN CITIZENSHIP WHICH HE LOST 19 YEARS AGO

## A ONETIME RED HERO BECOMES AN AMERICAN AGAIN

The round-trip ideological journey of Fred Beal began 36 years ago in Lawrence, Mass. There, although he was only a skinny youngster of 15, he fought through the bitter textile-mill strike of 1912, applauding when the strike's radical leaders cried that the way to hasten the victory of the workers was to smash the ballot boxes. Fred Beal saw nothing strange in that, at the time. He participated in some more strikes, went to jail and joined the Communist party.

By 1929 Fred Beal had become a first-class party operator. When there was labor trouble in the textile mills of the South, the Communists sent him down to see what he could do. He moved in and called a strike at the Manville-Jenckes plant in Gastonia, N.C. and put on a big show, for a time. But on June 7, 1929 something went wrong. The local police chief was shot dead and a warrant was sent out for Beal's arrest. After two trials Beal and six others drew long prison terms. However Beal was not present when it came time to begin his sentence. He had jumped bail and gone to Russia.

In Russia Communist Beal was well received, for a time. He gave lectures, wrote articles and was given a fine job in a tractor factory. But in three years Beal was back in the U.S.,

a much disillusioned man. "The workers in Russia," he wrote, "were hungry and they were in rags. I never saw the equal of that misery in this country."

For four years Beal dodged back and forth across the U.S., evading both the police and his erstwhile party friends, who were righteously trying to bring him to justice now that he had announced that Siberia was not a synonym for Paradise. During his fugitive years Beal managed to write an autobiography called *Proletarian Journey*, which irked the Reds even more. In 1938 the police—tipped off, Beal says, by a Communist—caught up with him at last. He went back to jail, served four years and then got a parole. But even then he was not a free man. He had lost his citizenship.

On May 19, however, Fred Beal finally came to the end of his round-trip journey. He stood once more in the same Gastonia courthouse, anxiously watched the judge examine letters of reference from a dozen solid citizens including Norman Thomas, Socialist presidential candidate, and David Dubinsky of the I.L.G.W.U. Then Beal reached out and fondly grasped the bit of paper which made him a citizen again. "Your honor," he said, "I would rather be an American prisoner than a free man in Russia."



ON TRIAL FOR MURDER in 1929 for the shooting of policeman during a textile strike, Beal maintains his innocence. He soon became a national hero for the Reds.



*Of America's Leading Cigarettes*

*one is*

**OUTSTANDING**

PALL MALLS are good to look at—  
good to feel—good to taste—and good to smoke!

Pick up a PALL MALL—see the difference  
—feel the difference. Smoke a PALL MALL and taste  
the difference. For PALL MALL's greater length of  
traditionally fine tobaccos filters the smoke of this longer,  
finer cigarette . . . gives you that smoothness, mildness  
and satisfaction that no other cigarette offers you.

PALL MALL—the longer, finer cigarette in  
the distinguished red package.



*and they are  
mild!*

**Fred Beal** CONTINUED



**AS A RED HERO** Fred Beal made a tour of New England in 1929 before he jumped his bail and escaped to Russia. Here he is held aloft at Boston, Mass.



**AS A SOVIET WORKER** Beal beams in a cottonfield in Uzbekistan. However, after a short time in the U.S.S.R. he changed his mind, fled back to U.S.



**AS A REFORMED RED** Beal surrenders at Raleigh, N.C. in 1938 to begin serving his prison sentence. The book he carries is titled *Assignment in Utopia*.





© 1945, P. A. C. B.

## *Good things happen over Coffee...*

It's a private world—it's not a train—  
When love's old story lives again!  
A blissful world where coffee steams  
And lends its warmth to young love's dreams!  
So let the great big world shoot by,  
And let the little minutes fly...  
There is no time, no world, no woe  
When, over coffee, young hearts glow!

### *How to make delicious Coffee*



Look for this Seal of Recommendation on the coffee maker you buy. It means coffee experts recommend it for getting the most in flavor, clarity and aroma from the coffee you use.

Always keep coffee maker clean.  
For each 6 oz. cup of water, use one Standard

Measure of coffee. If your store doesn't have the Standard Coffee Measure illustrated, send 10¢ (to cover mailing and packing costs) to Pan-American Coffee Bureau, P. O. Box 78, New York 8, N. Y. You can also get the booklet, "Coffee Brewing". It gives complete directions on how to brew coffee by all brewing methods.

PAN-AMERICAN COFFEE BUREAU

Brazil • Colombia • Costa Rica • Cuba • Dominican Republic • El Salvador • Guatemala • Mexico • Venezuela

With the cooperation of the NATIONAL COFFEE ASSOCIATION







GLISTENING WITH THE SWEAT HE WORKED UP WINNING THE PREAKNESS ON MAY 15, CITATION AND JOCKEY EDDIE ARCARO HEAD FOR THE VICTOR'S CIRCLE





CALUMET FARM HAS THREE-QUARTER-MILE TRACK

## CALUMET'S BEST

Citation is the top money-maker of 1948's richest racing stable

The regal dignity of the mahogany-colored colt on the opposite page is not misplaced. He is Citation, potentially the richest 3-year-old in racing history. Already he has earned a total of \$423,700 to rank sixth among the all-time money winners. In 14 months of competition Citation has won 16 out of 18 starts, including the 1948 Kentucky Derby and the Preakness. If he also wins the Belmont Stakes on June 12 he will become the eighth horse to gallop off with racing's "triple crown."

Citation is the most recent big-money winner to come from fabulously successful Calumet Farm, a 1,200-acre montage of stately old trees and blue grass near Lexington, Ky. Like his older stable-mate Armed, 1947's horse of the year (LIFE, April 12), Citation was sired by the great Bull Lea. He is owned by Baking-Powder Millionaire Warren Wright, whose horses have won three of the last eight Kentucky Derbies (Whirlaway, Pensive and Citation), and whose stable has led all others in winnings for five of the past seven years. Last year Calumet Farm horses won a total of \$1,402,436—the first time any U.S. breeding farm had gone over the \$1 million mark in one year. This year they ought to do even better than that; in a single day recently they won a total of \$167,170 (below).

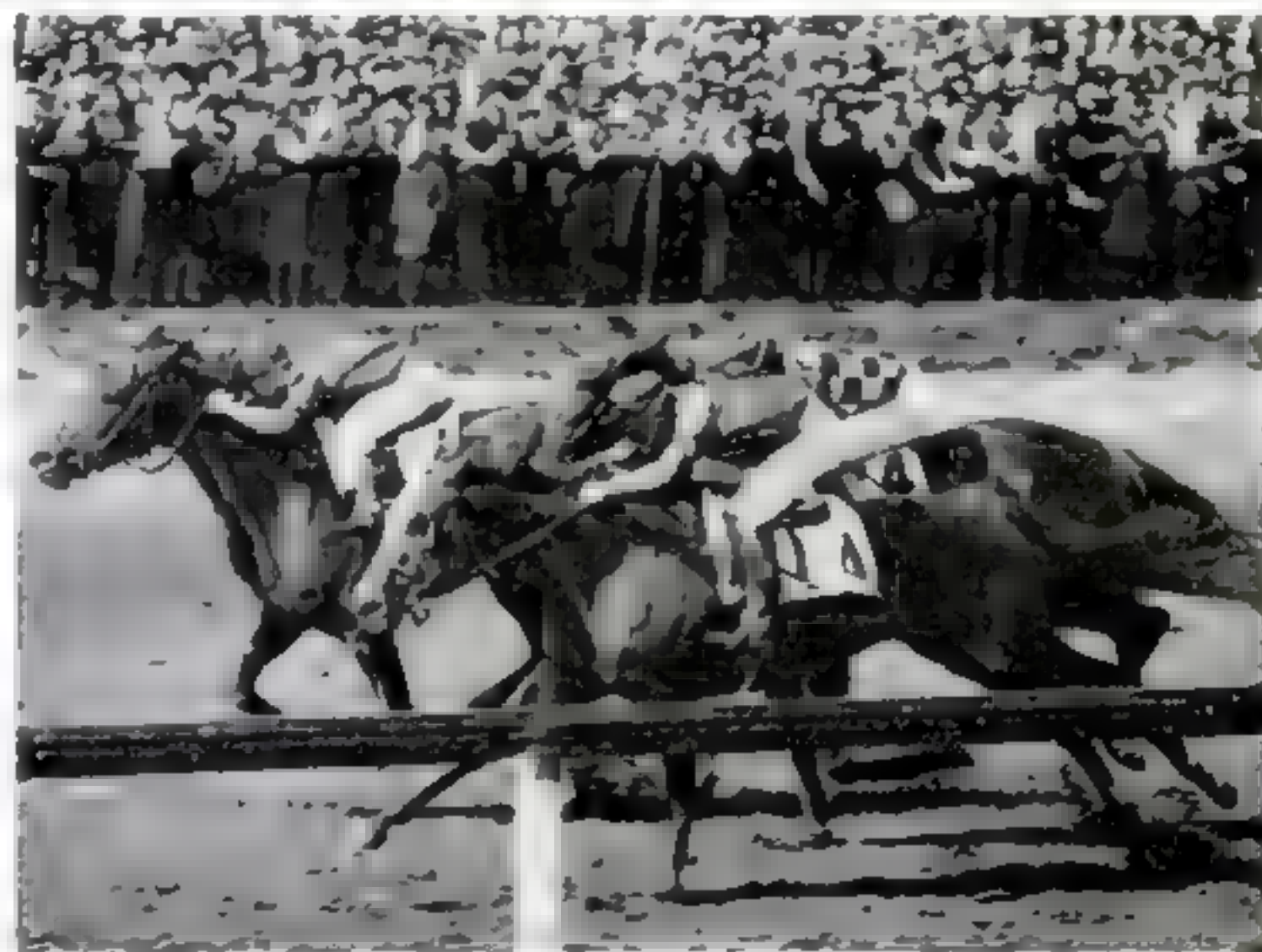


GUARDED BY A WATCHMAN, CITATION PEERS OUT OF A STALL SCREENED TO KEEP AWAY FLIES AND PEOPLE

IN TWO RACES ON THE SAME DAY THREE CALUMET HORSES WIN \$167,170



IN BALTIMORE CITATION RUNS AWAY WITH THE PREAKNESS AND EARNS \$91,870



IN NEW YORK FAULTLESS AND FERVENT FINISH ONE-TWO TO WIN \$75,300 MORE



When friends begin to brag,

*show your dad how to  
take a back seat!*



make him "cock of the walk"  
with a picture of you, for  
Father's Day framed in an

# AMITY

## "DIRECTOR"

Whenever men get together, before the first cigar burns short, they're passing the pictures around... pictures of the youngster on his pony... of young Ted, gone this year to State... of Mary and her youngest, out in Seattle.

It's pride that does it, the abundant pride of a father in the grandest family in all the world... his own kids.

Your Dad is no different from the rest. He loves you deeply. He's wonderfully proud of you. And he needs to have your picture, to carry always, to show, to back against all the rest. It's the greatest pleasure any Dad could have.

Give him that pleasure for Father's Day. Put your picture in the exclusive sliding "picture pocket" of an Amity "Director" Billfold. It's a doubly welcome gift, if, like most men, he has used his old billfold longer than he should have.



This Beautiful Gift  
Box is yours with  
every  
AMITY BILLFOLD

"Director" Billfold, illustrated above, has 4 "picture-frame" envelopes (to carry 6 pictures, back-to-back), 2 spare key pockets, secret currency pocket, free registration against loss, and low other famous "Director" features. In hand-colored Steerhide, \$6 plus tax. Others \$2.50 to \$15.00 plus tax.



the ladies love to carry your picture, too! Buy Mother, or Sis, or You-Know-Who an AMITY "Directress" and load it with pictures of you. It's a gift that can't miss! There's a complete line of AMITY Billfolds for ladies, from \$2.50 to \$7.50 plus tax.

AMITY LEATHER PRODUCTS COMPANY • WEST BEND, WIS.

## Citation CONTINUED



**WORKING OUT,** Citation (right) is accompanied by lead pony to keep him calm. On lead pony is Trainer Jimmy Jones, son of Calumet's famed Ben Jones.



**CITATION AND COALTOWN** (left) are held by Jimmy Jones. Coaltown has won \$47,950 for Calumet, finished second to Citation in Kentucky Derby.



**MUNCHING GRASS** is a luxury for Citation after workout. His daily diet, above average for racer, is 20 pounds of hay, 9 quarts of oats, 2 quarts of bran.



Everybody's "good" with the wonderful new

# Kodak Duaflex Camera



Big brilliant finder shows you  
your pictures... bright and clear  
in every detail before you snap...  
easy to get everything just right.



Makes snapshots as big as the most expensive  
reflex camera. Splendid black-and-white ones  
outdoors and— with accessory Kodak  
Flashholder—indoors as well... day or night.  
Full-color snaps, too.

The new **Kodak Duaflex Camera** with Kodet Lens combines  
extreme operating ease with twin-lens reflex viewing. The big,  
brilliant reflecting finder shows you exactly what you're getting  
*before* you press the button. Easy to center your subjects, to catch  
pose and expression when they're just right. Fixed focus; pictures  
are sharp from 6 feet to infinity. \$11.75 plus tax, including protec-  
tive lens shield, neck strap. Flash attachment, \$2.50 plus tax . . .  
At your Kodak dealer's. (*Prices subject to change without notice.*)  
EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

Black-and-white prints are 2 1/4 x 2 1/4 in.



Your Kodacolor Prints  
come already enlarged to this size

"Kodak" is a trade-mark

Color and "flash" shots  
with these models, too

Kodak is making more  
cameras than ever before,  
but the demand is greater  
too. Consult your dealer.



Kodak Vigilant Junior  
Six-20 Camera, Kodet  
Lens. Capability  
at moderate cost



Kodak 35 Camera (f 3.5  
with range finder) —  
in excellent easy-to-  
use "miniature"



Brownie Flash Six-20  
Camera — A favorite  
everywhere. Available  
with or without Flashholder.



One-Kodak Eight-25 Camera  
For low cost movies in  
black and white or color

# Kodak





*Sweeter, milkier than most corn you snatch from the stalk!*



*(the Secret is Birds Eye's own!)*

So you've been eating corn all your life? . . .

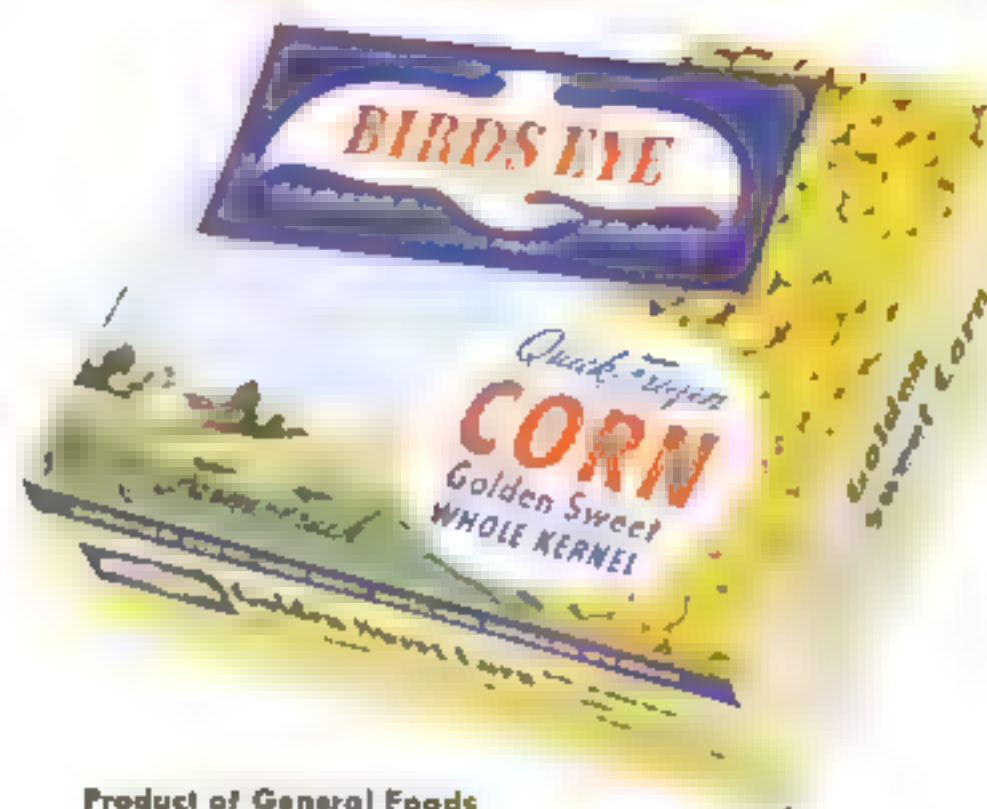
Well, we bet *you* you never ate corn to beat Birds Eye—so sweet, so tender, so *dewy-fresh!*

Birds Eye Golden Sweet Corn is grown from specially selected seed, in the world's finest growing areas. It's picked when its golden kernels are

tender and bursting with milky goodness . . .

It's shucked, cleaned, cut from its ears, quick-frozen *so fast*, there's not a chance of it losing a whiff of its farm-fresh flavor!

*Do* try Birds Eye Corn. If it isn't the finest corn you ever ate, you can have your money back!



Product of General Foods





TAILOR TAKES MEASUREMENTS FROM PROJECTED FOUR-IMAGE (FRONT, SIDE, BACK, OVERHEAD) PICTURE OF CUSTOMER WHO IS WEARING TAPE-MEASURE HARNESS

## PHOTOGRAPHIC TAILORING

**New method of fitting men's clothes successfully employs solid geometry, a special camera and nine mirrors**

For 30,000 years man has fitted clothing to his body by visual estimate, inexact measurement and trial and error. This week a new method of tailoring which, its inventors claim, achieves scientific exactness without even a single try-on, has been announced in New York City. Called Photo-Metric, the new method employs a special camera to take carefully calculated photographs of a customer

who wears a special harness of tape measures for the purpose. These pictures are then projected on a big screen in half scale (*above*). Various gauges on the screen plus a geometric calculator furnish the tailor not only exact figures on ordinary bodily dimensions but also such hitherto estimated measurements as the slope of a shoulder and the spatial relation of waist to chest. A suit made up from these

statistics costs the purchaser \$85 to \$135 at present although prices will vary with the tailor using the device. It will first be leased to custom and "made-to-measure" tailors. In time it may not only reduce the cost of a custom suit but may even replace the ready-made suit of medium price since it eliminates the big inventories and alteration expenses which now burden the ready-made suit retailer.





**FIVE MINUTES** in the photography room, once he has selected his fabric, is all a customer spends being "measured" for a new suit. He stands on a pedestal where four widely separated mirrors, placed with scientific precision, reflect four different images

to a bank of five mirrors (foreground) on which the camera is focused. His presence required no more, the customer then leaves. The film is removed from the camera and sent to the tailoring plant for projection and measurement (preceding page).



**CALCULATOR** digests measurements obtained from the projected photograph. The calculator is preset to the type of suit wanted (single-breasted, double-breasted, etc.), arrives by intricate computation at proper proportioning for the customer's physique.




**FINISHED SUIT** is delivered to the customer's home in due time without a try on. Henry Booth, veteran textile distributor and designer who invented the new method, claims his photographically tailored suits fit better than any other kind.



*Joan Smith's* smile wins her proudest title —

# The smile that wins is the Pepsodent Smile!



**Joan Smith, Beauty Winner** over 20,000 girls — "America's most photogenic girl" in a recent contest — looks forward to a new title. It's the proud "Mrs." she will add to her name when her Midshipman fiance graduates at Annapolis. Joan started winning beauty honors early . . . in a Baby Beauty Contest. Later she was voted prettiest girl in her Bellmore, L. I. high school class. Joan is reserving her most radiant smile for this year's June Week festivities at Annapolis. For then, in the traditional Ring Dance ceremony, she receives her engagement diamond. Her radiant smile will be a Pepsodent Smile! "Pepsodent's my tooth paste always," Joan says. "There's none better!"



## Wins 3 to 1

over any other tooth paste!

**Do you have a winning smile?** If Pepsodent Tooth Paste has helped your smile and career—send your picture and story to Pepsodent, 141 W. Jackson Blvd., Chicago 4, Ill. If used you will receive regular professional model fees.



Another fine product of Lever Brothers Company

You'll find people all over America agree with Joan Smith, New Pepsodent with Irium is their 3-to-1 favorite for brighter smiles. In recent tests, families from coast to coast were asked to compare New Pepsodent Tooth Paste with the brands they'd been using at home. By an overwhelming majority . . . by an average of 3 to 1 . . . they preferred New Pepsodent over any other leading brand they tried!

Yes, Pepsodent won 3 to 1 for its cool, minty flavor . . . for making breath cleaner, teeth brighter! For the safety of your smile use Pepsodent twice a day—see your dentist twice a year!





## Time to think of Father...

TO DAD with love—the watch he's always wanted and, somehow, never got around to buy. For—always—his first thought has been for us, and—always—all the giving has been his, the giving of his time, his hopes, his energies, his care. Now may our gift remind him that we know it's time for all of us to think of him.

FOR A GIFT to cherish—none is more perfect than a watch. Your jeweler has a wide choice to show you, achievements of the skill of free craftsmen of America and Switzerland—oldest democracies on two continents. And, no matter what the make of your watch, it can be repaired economically and promptly, thanks to the efficiency of the modern jeweler.

*For the gifts you'll give with pride—let your jeweler be your guide*

The WATCHMAKERS OF



SWITZERLAND





PINE RIDGE, HOME OF COCA-COLA HEIR HUGH NUNNALLY, HAS CHARACTERISTIC LONG APPROACH, TRIM LAWNS, A GROWTH OF PINE

# Atlanta Homes

THEY ARE AMONG THE NATION'S MOST BEAUTIFUL

PHOTOGRAPHS FOR LIFE BY PHILIPPE HALSMAN

In the summer of 1864 General William Tecumseh Sherman set a torch to Atlanta, Ga. and burned it to the ground. With the flames went the Georgian mansions, the narrow streets and other trappings of the Old South which would have eventually given Atlanta the mossy splendor of a Charleston or a Savannah. In

the 84 years since the war, aided by Yankee capital and a radiating net of railroads, airlines and highways, Atlanta has instead become a bustling industrial city. It has also become a city of remarkably beautiful homes.

For several good reasons Atlantans devote much of their time and money to their homes.

The climate is pleasant, even in summer, and the rolling countryside is inviting. Most important, the building dollar goes further in Atlanta than in most other cities of the U.S. As a result the estates of prosperous Atlantans are something to behold. A few of them and the people who live in them are shown on these pages.

CONTINUED ON NEXT PAGE





**ROLLING FARMLAND** surrounds home of Frank Neely (holding dog, above), who is president of Rich's, the South's largest department store. Only 22 miles from his downtown office, his farm is stocked with about 100 Guernsey cows

(background), riding horses and pigs. Around it flows the Chattahoochee River. Like other Atlantans with large estates, Neely centers his social life around his home. His 7-year-old grandson Daniel is self-styled "supervisor" of the 330 acres.



**AN ITALIAN VILLA** was the model for this formal garden of magnolias, boxwood and ivy, owned by Mrs. Andrew Calhoun. The pleasant Georgia climate makes possible the growth and the bright colors characteristic of an Italian country place.



**WOOD-ENCLOSED LAKE**, encrusted with lily pads, provides a rustic setting for Woodbine, the home of Mr. and Mrs. Charles Hopkins, whose daughters are shown above. Parrot on its mistress' shoulder is called Pedro, has run of estate





**ON PILLARED PORTICO** of her home, Mrs. Jackson Dick (*back to camera*) chats with her daughter-in-law and 2-year-old granddaughter Jane. Mrs. Dick's husband is vice president of Georgia Power Company, which was founded by her

father. Terrace at right leads to formal gardens lined with 40 different kinds of trees. Rolling hills and natural woods like those seen through the wire screening between the columns blend the estate area of Atlanta into one large park.



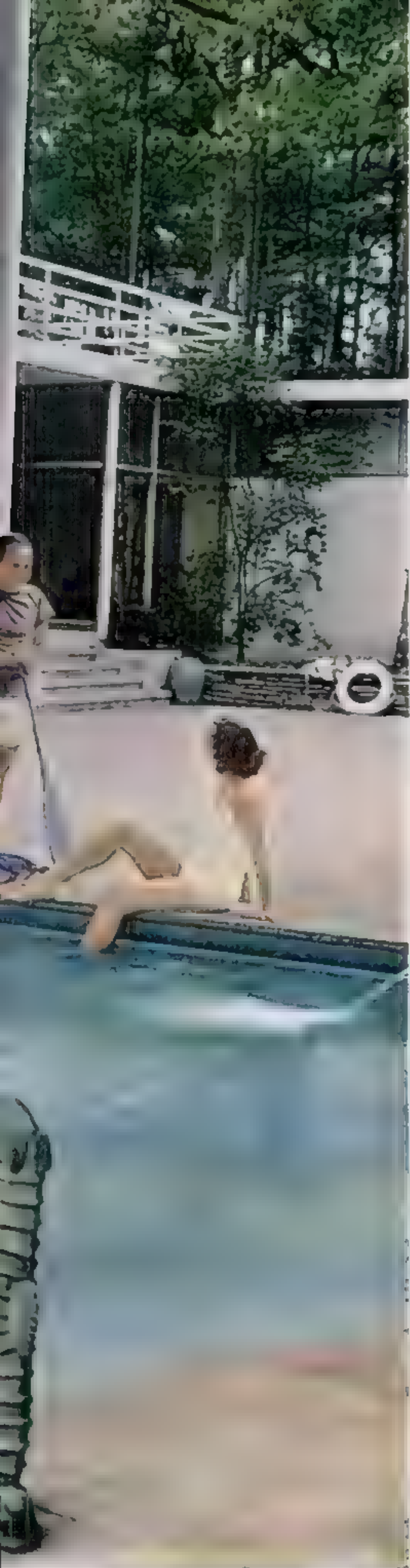


**LUXURIOUS SWIMMING POOL** and deck terrace for balminton and dancing dominate this Californa-style modern home which departs radical

ly from the local pattern. The pillars support a stone awning over the pool for shade. In the background standing behind the bush is Owner Price Gilbert Jr.

In left foreground 11-year-old Annette Lorraine, a neighbor of Gilbert's, takes herself and watches fresh water spout into pool from a stall horse. Sea horse theme





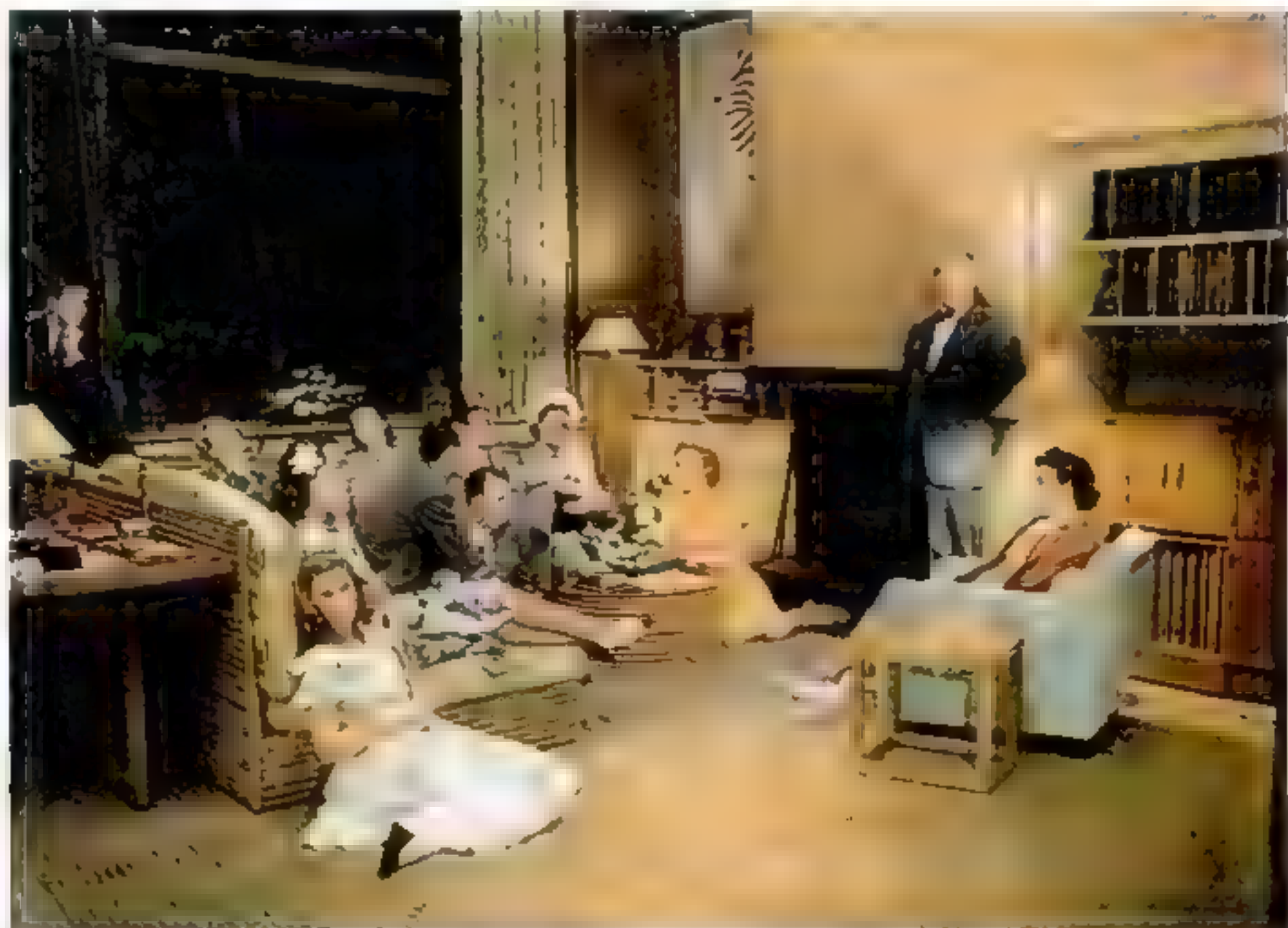
AT NIGHT FLOODLIGHTS BRING OUT STRONG HORIZONTAL LINES OF GILBERT'S HOUSE

## *A Bachelor's House*

### IT HAS A DANCE FLOOR AND A 50-FOOT POOL

In contrast to its boisterous industrial success, Atlanta society lives quietly and leisurely. Gardening is the favorite hobby—there is even a men's garden club. Few Atlantans have summer places and few spend their weekends and vacations anywhere but in their own lush gardens and high-ceilinged rooms. There are almost no night clubs. But social life in Atlanta is not dull. Atlantans have a reputation for entertaining more than the citizens of any other U.S. city. But they do it at home. The outdoor house shown here is striking evidence of this fact. It

was built for entertaining. Its bachelor owner, Price Gilbert Jr., a retired Coca-Cola executive, gives breakfast parties at 10 a.m., Coca-Cola parties at 11 a.m., afternoon teas at 4 p.m. and frequent small dinners at which he likes to barbecue steaks and make a special salad for his guests. House itself has only four rooms. But most of the space is taken up with a spacious, wall-enclosed terrace for dancing and sunbathing (left). In the evenings Gilbert's guests move inside to listen to his fine collection of records and drink long glasses of bourbon and water.



is carried over into house, where the same figure is etched on drinking glasses and carved in wood to form stands for ash trays, magazine rack and coffee table.

**LISTENING TO RECORDS**, several friends of Price Gilbert Jr. sit quietly in the living room and enjoy their host's expensive collection. Atlanta has

few theaters and little organized night life because people like Gilbert prefer to remain in their fine houses the year round and have their fun at home.

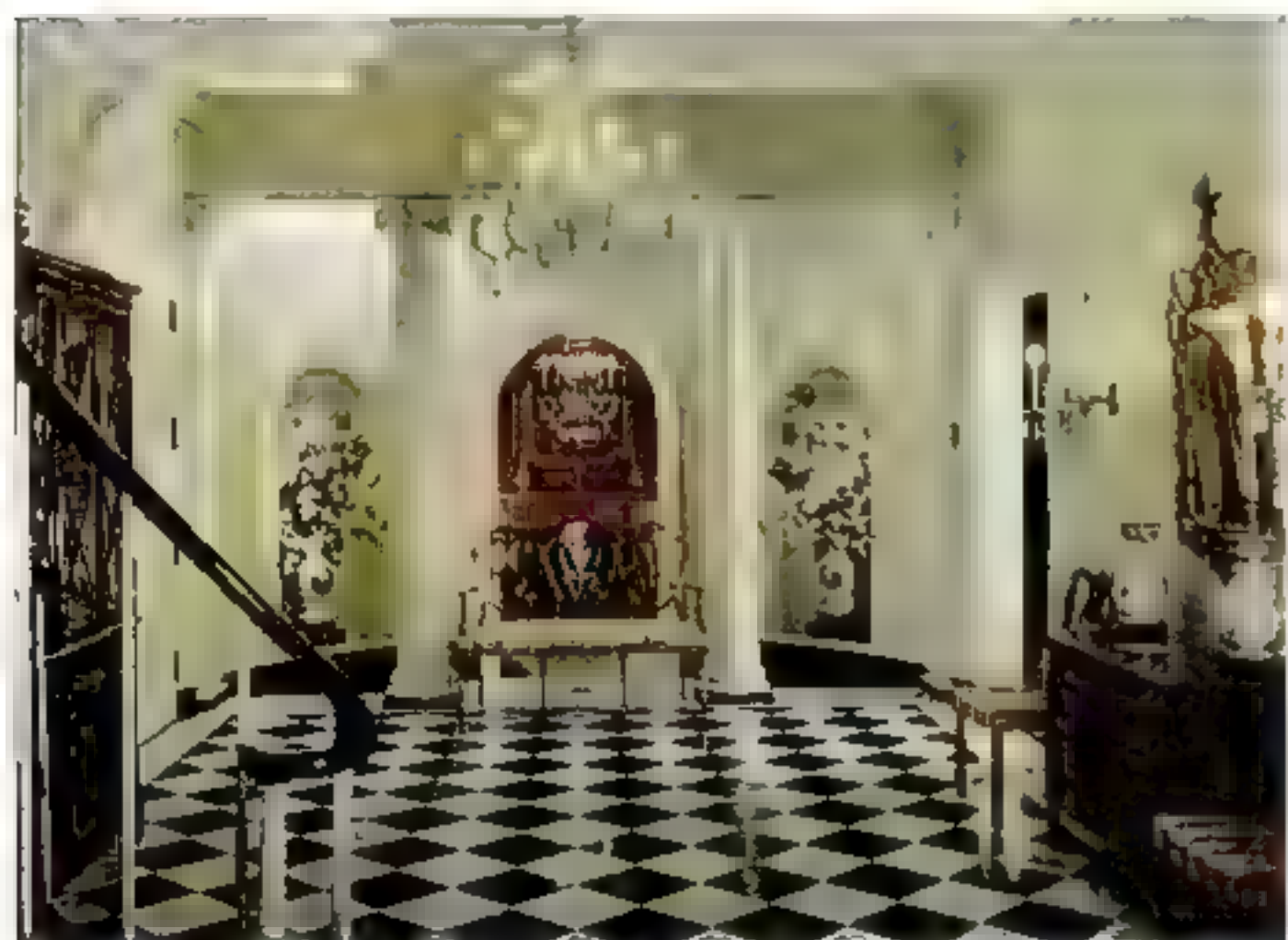
CONTINUED ON NEXT PAGE





**ITALIAN FURNISHINGS** decorate library of Mrs. Andrew Calhoun's house, Trygvesson. Mrs. Calhoun, whose two daughters are shown in the picture above, is heiress to a wholesale grocery fortune. Her late husband belonged to an old

Atlanta family. The house was the first of its kind designed by Neel Reid, who had great influence on Atlanta architecture. Library floor is made of terrazzo marble, and the doors, paintings, fireplace and furniture were all imported by Reid.



**BOBBY JONES'S HOME** has formal entrance foyer typical of the dignified style of the best Atlanta residences. The checkerboard floor is of black and white marble. Golfer Jones, who has occupied the house for nine years, is now a busy lawyer.

## Elegant Interiors

### THEY REFLECT A WAY OF LIFE

Atlantans give much of the credit for the beauty of their estates to an architect, Neel Reid, who died 22 years ago. He designed many of the hundreds of handsome North Side homes which now spread over 12 square miles of parklike woods. His houses were often of foreign design and invariably elegant, like the Italian baroque Calhoun house (*above*). By never building a house without also planning a lavish garden for it, Reid did much to father Atlanta's passion for gardening. Today Atlanta supports 127 active garden clubs.

Reid set a style which has been conscientiously and admiringly followed by most of the architects who came after him. It is a style admirably adapted to the way of life of wealthy Atlantans—gracious and relaxed but not somnolent. It has also tended to mold them, requiring that they maintain servants and yardmen. In this too Atlantans have been lucky. Local wages are low enough so that people of even moderate means can both find and afford the help they need to run their pleasant homes.





**DOCTOR'S FAMILY,** Mrs. Marlock Egan and her daughters Carol (*seated*) and Anne (Mrs. Wiley Perry Ballard) are shown in the Victorian living room of their comfortable hilltop home. Mrs. Egan is a former president of the Junior

League, is now president of the Iris Garden Club, the local Democratic women's club and the National Pen Women's Club. Her two daughters are former presidents of the Debutante Club. Dr. Egan owns an ear, nose and throat infirmary.





**AT TWILIGHT** the 16-room residence of the Ryburn Clays is lighted in preparation for a small dinner party. Clay, a banker, is the elder brother of General Lucius Clay, present military governor of the U. S. zone in Germany. The 20-

year-old house has been the scene of many gala receptions, including one for President and Mrs. Franklin Roosevelt. It is a good example of modified Greek-revival architecture, which Atlanta discovered and belatedly adopted in the 1930s.



# It stands up..



A touch here lifts it

Cool insulated handle

Button ledge

Fabric dial

A touch here and it's ready to iron

so that you can sit down...

Proctor's new book "Ironing Can Be Easy" will make your ironing easier.

● It's the new easier, faster way to iron, made possible by this finest of irons, the Proctor *Never-Lift*. Here Proctor perfection helps you in every way...the light weight...the quick ironing action of evenly distributed sole plate heat...the long-lasting sealed-in heating element...precision heat control never over-heats...high-visibility fabric dial...exclusive rayon safety signal...cool easy grip handle...button ledge and the exclusive Never Lift.

*Leading shirtmakers...garment makers...laundries use Proctor irons. You'll find none better.*

New 52-page book "Ironing Can Be Easy" will make your ironing easier. A complete new method. 150 illustrations show every step. Ironing a shirt in 4½ minutes... Other articles. Sit-down ironing. Sprinkling. Folding. Only 25¢ at Proctor Dealers, or mail coupon at right.

## PROCTOR

REG. U. S. PAT. OFF.

### NEVER-LIFT

PROCTOR ELECTRIC CO., Dept. L6, 3rd St. & Hunting Park Ave., Phila., Pa.

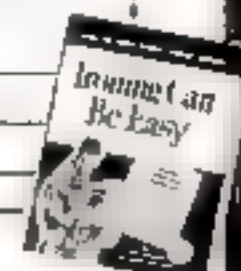
Please send a copy of Proctor's new book, "Ironing Can Be Easy." Enclose 25¢ (no stamps) in coin.

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_

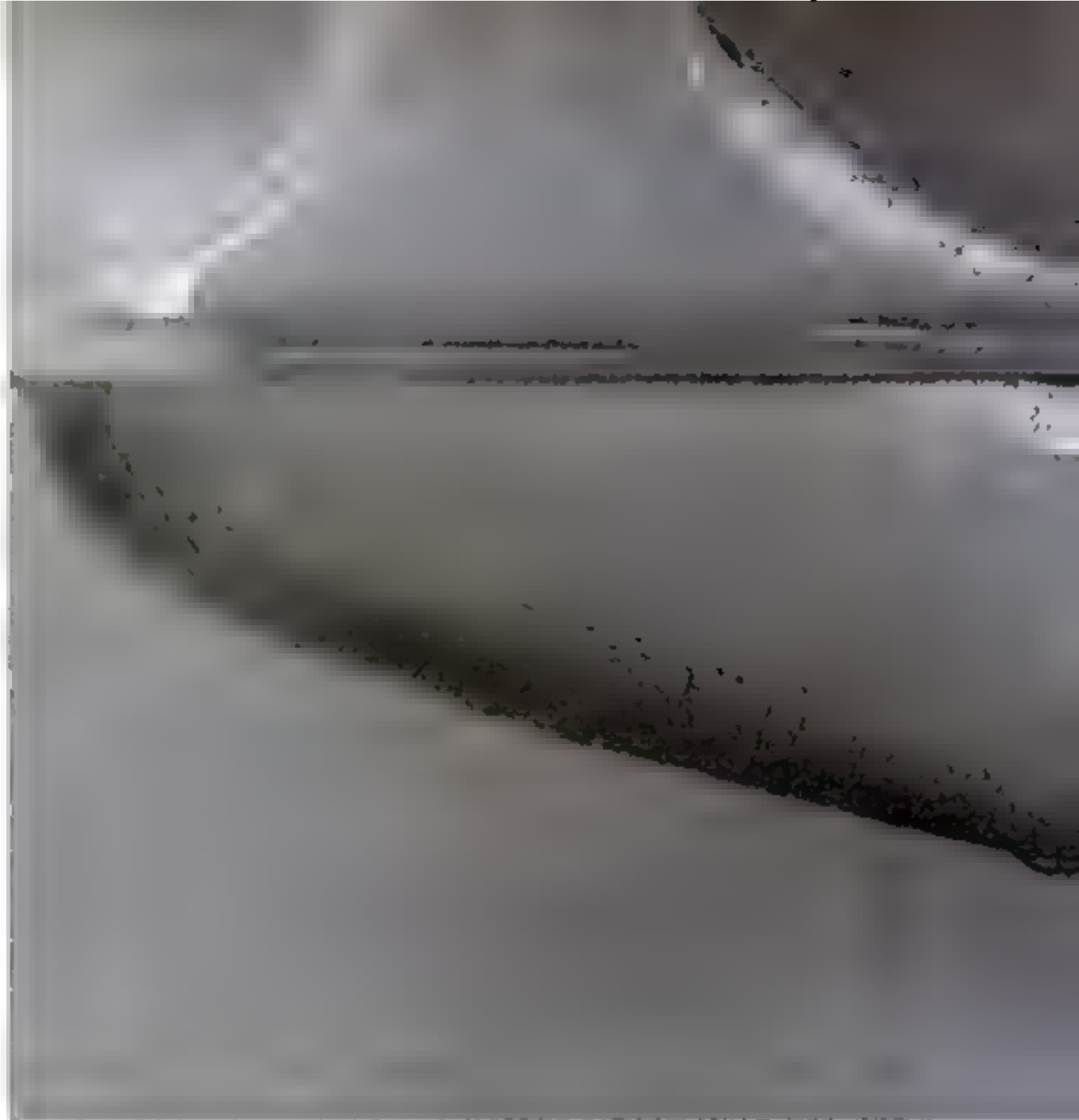
STATE \_\_\_\_\_







MODEL TORPEDO PLUNGES INTO TEST TANK AND A LARGE AIR POCKET FORMS AROUND IT



AS TORPEDO GOES DEEPER INTO WATER ITS TAIL DROPS TO THE FLOOR



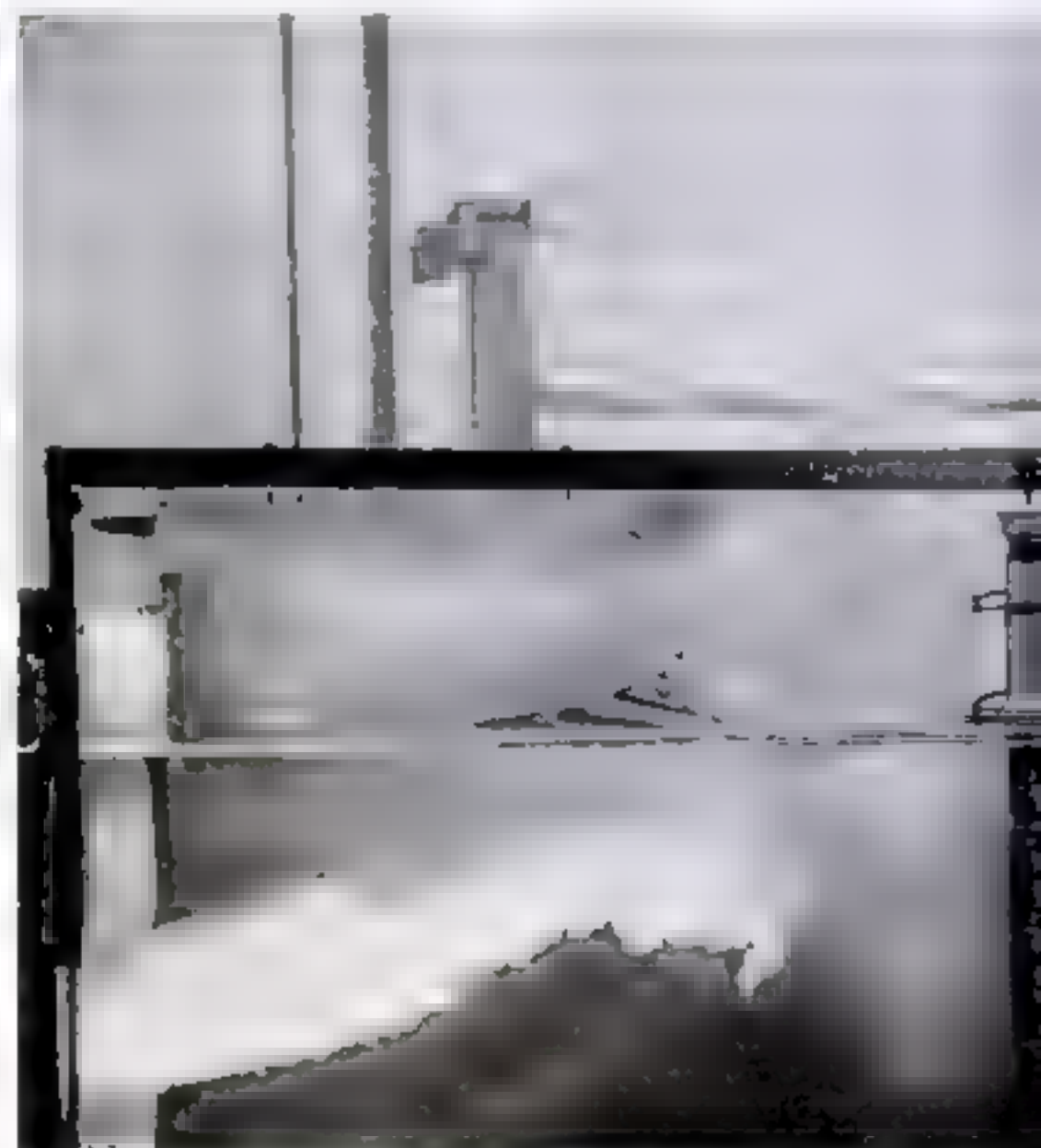
**FIRED FROM TUBE**, torpedo skips across water and veers sharply to the right. High-speed cameras, controlled

from small hut at left of the ramp, record the missile's behavior above water; a sound device tracks it under water

## WHY TORPEDOES

In a California lake the Navy gets

During World War II the Navy was frequently embarrassed by the failure of airborne torpedoes to hit their targets. To investigate the peculiar behavior of torpedoes, the Navy has taken over a large lake in the San Gabriel mountains of Southern California and set up an underwater research laboratory. Into the waters of the lake 13-foot missiles are hurled at near-supersonic speeds, producing spectacular, 100-foot geysers. From a study of these test torpedoes, the Navy's Bureau of Ordnance is extending its knowledge of hydrodynamics—the science of movement through water. Like aerodynamics—the science of movement through air, on which airplane flight is based—hydrodynamics still has



**IN TESTING TANK** in laboratory the model torpedo leaves an elongated plume of air in its wake after being





OF THE AIR POCKET AND THE PROJECTILE IS THROWN OFF ITS COURSE



AS CLIMAX TO ITS ERRATIC PERFORMANCE, TORPEDO REARS ITS NOSE ABOVE THE WATER

# MISS TARGETS

## some answers to wartime mysteries

many mysteries. Only when its complex mathematical problems are solved will it be possible to design torpedoes which will be more effective when fired from modern high-speed airplanes.

In addition to firing full-scale dummy torpedoes, the researchers shoot small models into a glass-sided laboratory tank in which the underwater phenomena produced by the projectile can be directly observed. In another laboratory tank small steel balls are dropped (*next page*) for an even more fundamental study of the flow of water around a moving object. These experiments may result in better design for peacetime seaplanes and motorboats—as well as wartime torpedoes and supersubmarines.



fired at a speed of 143 feet a second. The shape of the air pocket is an important factor in underwater ballistics.



**GEYSER SHOOTS UP** as a 2,000-pound torpedo, fired from 300-foot launching tube by compressed air, strikes

the water. The turbulence is caused solely by physical impact since the test missile does not carry any explosive.



# What is this **VIACTRON** in the New Gaines?



**It's New! Only Gaines has it!**  
... to help Gaines-fed dogs

**GET MORE GOOD OUT OF EVERY OUNCE OF FOOD!**

The new Gaines has VIACTRON in it! They're asking about it everywhere. It can do such marvelous things for a dog.

VIACTRON is a combination of vitamin-rich and other nutritious foods specially prepared in granular form by an exclusive Gaines process. And here's what you may expect from it:

When you feed your dog the new Gaines with VIACTRON, he is helped to get MORE GOOD from his food's body-building proteins—MORE GOOD from energy-producing carbohydrates—MORE GOOD from bone-and-teeth-building calcium and phosphorus. His strength, vitality, his entire well-being receive its benefits.

Even before you feed the new Gaines, you'll see the difference... the rich, brown VIACTRON granules, with their crisp, crunchy texture. And remember, Gaines with VIACTRON is a scientifically balanced food, with all the vitamins, minerals—ALL the food factors science says your dog should have, to nourish EVERY INCH of him. It's America's largest-selling dog food!

**AND GAINES COSTS  
LESS TO FEED**

than any other  
type of dog food!

**New Gaines Meal**

with **VIACTRON**

"Nourishes Every Inch of Your Dog"

A Product of General Foods



Copyright 1948  
by General Foods Corp.

**Torpedoes** CONTINUED



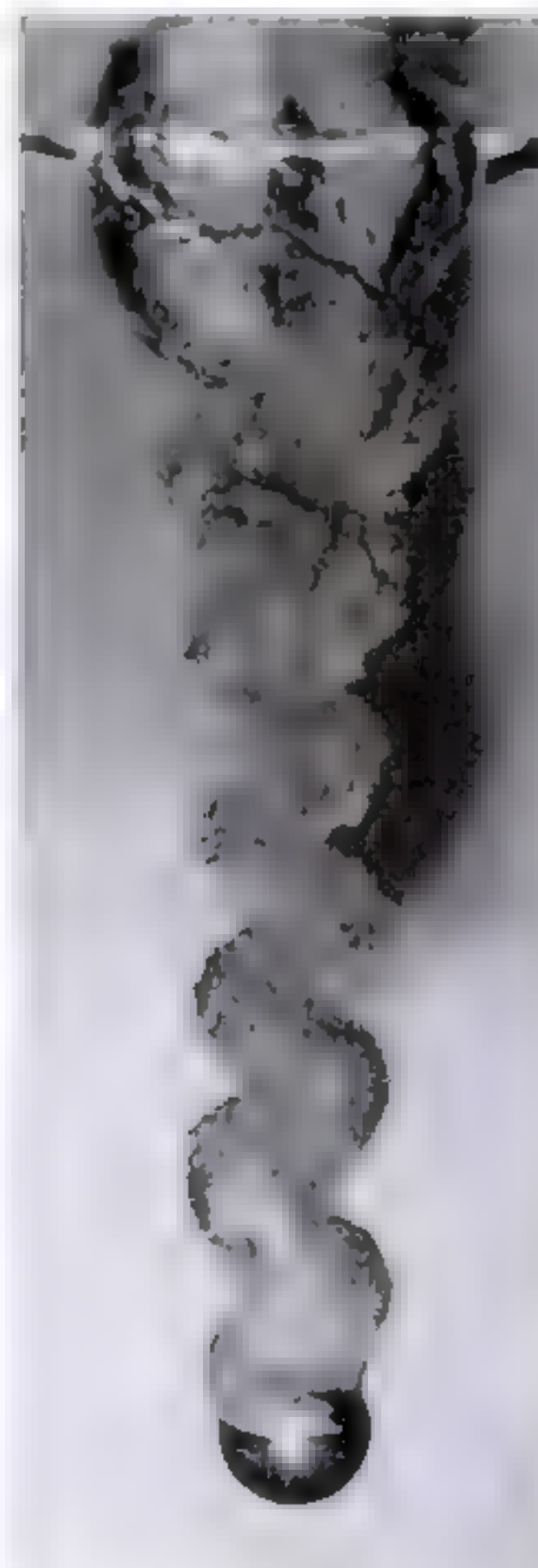
**CONICAL** wake is left by 3-inch ball spinning at 24 revolutions per second.



**TURBULENT** wake is produced by 3-inch steel ball revolving at 120 rps.



**GRACEFUL** wake is created by 2-inch ball which is revolving at 24 rps.



**CORKSCREW** wake follows 2-inch steel ball which is spinning at 120 rps.



Don't Forget to  
FATHER'S

Remember  
DAY

June 20



Give him  
some GOOD Socks

You can't beat

**Inter  
woven**

SPUN-SOFT COTTON-LINED  
DUPONT NYLON  
RAYON  
AND  
NYLON

SHRINK-CONTROL PROCESSED  
ALL WOOL  
SOFT COTTON AND WOOL MIXTURES

RAYON  
AND  
NYLON

HAND-EMBROIDERED  
FRENCH PROCESS L. R. R.

ALL NYLON "SOFTIES"

SHRINK-CONTROL PROCESSED SPUN-SOFT COTTON "SOFTIES"  
ALL WOOL

SHRINK-CONTROLLED CONSTRUCTION  
SOFT COTTON-LINED  
PURE WOOL

Here are just a few of more than a  
thousand different "INTERWOVEN  
Socks from which to choose . . .  
original and unusual designs . . .  
superb color blendings . . . knitted  
on special machines with "INTER-  
WOVEN features . . . Wear-resist-  
ance little short of marvelous.

There is an "INTERWOVEN Sock for  
every occasion . . . for every walk  
in life.

®

**Inter woven**

COPYRIGHT BY  
INTERWOVEN  
STOCKING  
COMPANY  
1948

\* REG. U.S. PAT. OFF.

The most called-for Make The largest selling Brand

The Greatest Name in Socks

FRENCH PROCESS LISLE RIBS  
SPUN-SOFT COTTON-LINED NYLONS  
HAND-EMBROIDERED 4-THREAD  
LISLE RIBS

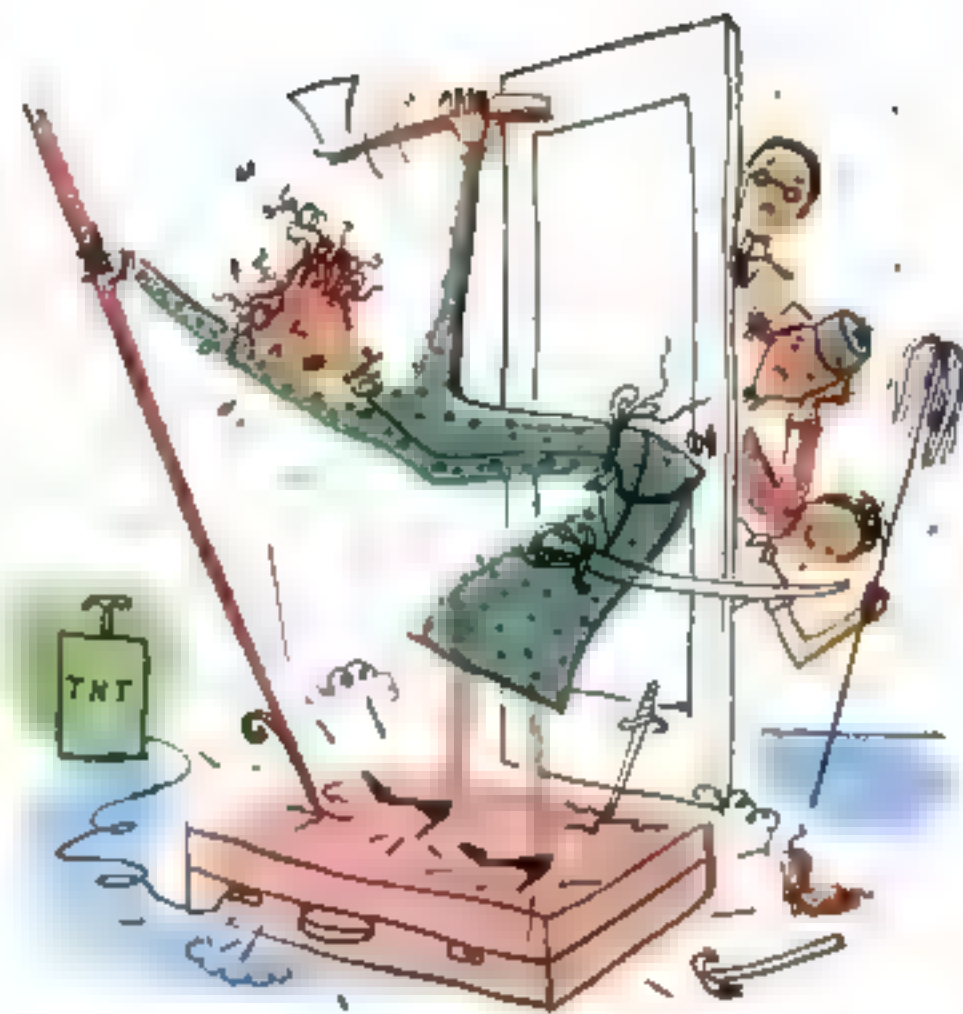




Go south of the border if that is your yen,  
But flash your credentials to get back again!



Although it's *always* sunny in Californ-i-ay,  
Zip up your extra money—for that rainy day!



Don't lose your temper from losing your keys—  
The Zippit hides extras where nobody sees!



They'll dive every time that you toss out a penny—  
Detachable coin purse holds ever so many!



Snapshots and cards—will they ever fit in?  
To add extra windows, just pull out the pin!



With the Empire State taking all your attention,  
All-around zip is the safest invention!



Kelly, red or black.  
Sheepskin, \$4.50  
plus tax.

Cheese from seven  
colors! Sheepskin, \$4  
plus tax.

# Good going—Lady Buxton!

Reg. U. S. Pat. Off.

AT PERSONAL LEATHER GOODS COUNTERS IN YOUR CITY • BUXTON, INC., SPRINGFIELD 1, MASS.; NEW YORK CITY; CHICAGO



# Arthur Godfrey



GODFREY REGISTERS SEVERE NAUSEA AT COMMERCIAL HIS SPONSORS HAVE GIVEN HIM

He makes his first \$200,000 a year before he is fully awake  
by ERNEST HAVEMANN

**P**EOPLE who hear Arthur Godfrey for the first time often ask, "How did *that* guy ever get on the radio?" The answer is about what might be expected. One Saturday in 1929, when he was a young Coast Guardsman who occasionally played the banjo and sang for his shipmates, he was spending the evening with his buddies in a Baltimore speakeasy. The radio was tuned to Station WFBR and just before midnight the loudspeaker began to emit *Saturday Night Function*, a program which gave Baltimore amateurs a chance to get on the air at an hour when most listeners were too tired to be resentful. After a quarter-hour of the program, another Coast Guardsman turned to Godfrey and said, "Let's go on up to the station. You can do as good as those monkeys."

The last portion of this remark was of doubtful validity and might never have been made under soberer circumstances. But at any rate the group did invade WFBR. (In the words of Godfrey, "We had another beer and went on up. What could we lose?") Thus began one of the most amazing careers in the history of radio. Godfrey sang, plunked his banjo and was invited back by the announcer, who was having a terrible time filling up his program. After the second week Godfrey found a sponsor—the Triangle Pet Shop, which was looking for a good, cheap, \$5-a-performance singer to assist in the sale of birdseed.

As a vocalist Godfrey probably would not have lasted long, even at \$5

a throw. Fortunately the announcer for the Triangle Pet Shop turned up missing one night and Godfrey made his own announcements. The head of WFBR, amazed and pleased by what he had heard, immediately called in Godfrey and said, "You talk at least 50 times better than you sing. If you want a job announcing, you're on the payroll."

Godfrey has been on radio's payroll ever since, with spectacular results. As almost everybody who has ever been exposed to AM or FM knows, he is currently one of the hottest things in the business. He spends 17½ hours a week talking into a microphone, which makes him the most inescapable of all the major attractions of radio. By refusing to shut up while other entertainers are enjoying a late morning's sleep or rehearsing their next week's shows, he has built just about the biggest audience of anybody on the air. The Columbia Broadcasting System recently did some quick figuring and came up with the estimate, probably only slightly padded, that 40 million people hear him at least once a week.

In the early morning, from 6 to 7:45 o'clock, Godfrey plays records, yawns his way through low-pressure commercials and occasionally tells a shaggy-dog joke over New York City's WCBS. From 7:45 to 9:25, except for a few brief breathers, he does the same thing by long-distance wire for WTOP in Washington. For these two local shows he has 63 sponsors and a waiting list, and he has an arrangement with the stations that



# YELLOW-BOLE



PREMIER  
Yello-Bole \$2.50  
Apple Snaps

## Honey-treated, honey-sealed to make your smoking mild

FOR  
FATHER'S  
DAY


Here's a gift  
you can be sure  
he'll like!

Good smoking is mild smoking. That's why Yello-Bole pipes are treated with real bee's honey. The minute you start to smoke, the honey starts to blend with your tobacco. As the "cake" starts to form in your pipe, the honey mellows it, too, and keeps it sweet. The right amount of honey is sprayed and brushed into these pipes with great care. The honey reaches you fresh, because the bowl is sealed.

Look for the Honey Seal in the Yello-Bole at your dealer's.



You'll know it's Yello-Bole  
when you see this  
Honey Seal.

STANDARD \$1  this mark on stem  
IMPERIAL \$1.50  this mark on stem  
PREMIER \$2.50  this mark on stem

Yello-Bole pipe-cleaners 5¢  
Run one through the stem oc-  
casionaly, to keep the Yello-  
Bole "Spoon" Cleaner at peak  
efficiency.



 KAUFMANN BROS. & BONDY, INC.,  
630 Fifth Ave., New York. Pipe-Makers since 1851



ON EARLY SHOW Godfrey starts with 6 a.m. yawn and expression of dis-  
taste (top). Then he starts having fun, sinks back at end exhausted (bottom).

### GODFREY CONTINUED

gives him 25% of everything the sponsors pay. He often feels sorry for himself for having to get up so early, but the financial facts of life keep him from rebelling. "There's \$200,000 a year," he says, "be- fore the average fellow even gets to the office." Once in a while, after having insomnia or playing a late benefit the night before, he does pass up the WCBS show to catch up on his sleep. This costs him \$625 and is fairly expensive cat napping, but it only seems to make his listeners more eager to hear him the next day.

A little later in the day Godfrey goes on the CBS network with a half-hour show sponsored by Chesterfield cigarettes. Once a week, on Monday nights, he has a 25-minute network show called *Talent Scouts* for Lipton's tea. This program, a sort of amateur hour for young professionals, has just jumped into third place in the Hooper ratings. In addition Godfrey makes records—one of which, the *Too Fat Polka*, set a record last winter by selling a million copies in less than seven weeks. Altogether his income now runs around \$400,000 a year, and this may be only the beginning. There is some talk of ex- panding his daytime network show in the fall and adding more spon- sors. Moreover he has an offer for an additional nighttime show as soon as his exclusive contract with Lipton's runs out, and he will probably be on television very shortly. There may come a day when Godfrey is on the air as often as the CBS time signal and has all the money in the world.

### Two octaves are better than one

**E**VEN while the Godfrey phenomenon is growing to new and somewhat frightening proportions, there still remains consid- erable doubt as to why anybody listens to him. He took singing les- sons a few years ago and increased his range to two octaves from its original one—but his voice still sounds like a shoe box full of bull- frogs complaining about a hangover. (Many listeners have a strong suspicion that Godfrey does frequently have a hangover, which is incorrect. He gave up serious drinking many years ago.) The God- frey humor is almost as unconventional as his singing. There is no doubt that Godfrey is a very funny man, but nobody, including Godfrey, really understands why people laugh at him. He uses no formal scripts and never bothers to work out his gags in advance. He does have half a dozen writers who try to supply him with ma- terial, but most of the time he throws the jokes out or stops them in the middle—managing to get his laughs long before he comes to what comedians call the "pay-off line." One of his writers said re- cently, "What's the use? I write down four or five lines of boring stuff leading up to a gag line. Then I work for three hours polishing up a pay-off that's guaranteed to roll 'em in the aisles. So Godfrey reads the introduction, everybody laughs—and he throws away my pay-off line. I've been working for him two years and he never told one of my jokes yet."

CONTINUED ON PAGE 32



# Sail into Dad's Heart

ON FATHER'S DAY, JUNE 20TH



**SINGLE ITEMS:** Lather Cream .60 Brushless Cream .60 Talcum .75\* After Shave Lotion and Cologne—Each in two sizes, 1.00\* and 1.75\* Shave Mug 1.00 Shave Stick .75

**GIFT SETS:\*** Grooming Luxury 6.00 Mug-Lotion-Talcum 3.00 Mug-Lotion 2.25 Large Lotion-Brushless or Lather Cream 2.50

## SHULTON

Rockefeller Center, New York

\*PLUS TAX





"PICNIC ON THE BOAT," by Stevan Dohanos. Number 17 in the series "Home Life in America," by noted American illustrators.

## *Beer belongs...enjoy it*

In this home-loving land of ours . . . in this America of kindness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer is the kind of beverage Americans like. It belongs—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy it, this too belongs—to our own American heritage of personal freedom.



AMERICA'S BEVERAGE OF MODERATION





## GODFREY CONTINUED

Godfrey's humor depends in large part on his speaking voice, a remarkably versatile and folksy instrument which can register extreme weariness, boredom, whimsy, surprise, innocence, innuendo and sheer delight. In part the humor derives from sponsor-kidding. Recently Godfrey heard that one of Chesterfield's advertising men was in the control room timing the commercials on his late morning show. He told his audience about this indignity and then confined his commercial to the words, "Start your watch. Chesterfield. Stop the watch." In part the humor is self-deprecation; Godfrey likes to read letters such as the one he got last month from three girls at a dental college who said they liked his program so much they would be glad to work on his teeth free if he would send them along by

first-class mail. (Godfrey's comment: "I'm afraid I'd have to come with them, girls—three of 'em are mine.") Another part of the formula is some rather penetrating comment on the passing scene. "When I want to make sure spring is here," he said recently, "I don't look for robins or anything like that. I wait for the first spring chicken to ankle up Fifth Avenue wearing a brand-new black fall outfit. Then I know spring's here." As incredible as it may seem to logicians, remarks like this delivered in the Godfrey manner—fresh off the cob with all the vitamins intact—sound very good over the air.

Of all the music-and-humor shows ever sent out over a network, the Godfrey Chesterfield program is the most thoroughly unrehearsed. Much of the time Godfrey broadcasts it from a little studio in his farmhouse in Virginia, where he sits 200 miles

away from his co-performers in New York—the Archie Bleyer orchestra, The Mariners Quartet and Singer Janette Davis. The studio in Virginia and the one in New York are connected by a two-way telephone line; over a set of earphones Godfrey can hear what is going on in New York and over a loudspeaker the New York performers can hear Godfrey. The telephone connection goes on a half-hour before show time, to permit a little mutual running-through of the day's business. Unfortunately Godfrey takes very little advantage of all this scientific apparatus.

What happened one day last month is an example. Immediately after his early morning shows Godfrey ate a large breakfast, went to his living room and fell sound asleep on a couch. At 10:30 a.m. E.D.T., when the people in New York began inquiring for him over the telephone hookup, he was snoring peacefully. At 10:45 a.m., after successive shakings by his wife, his sound engineer and his assistant Margaret Richardson, he began to show signs of awakening. It was now 15 minutes until air time.

At 10:52 a.m., eight minutes before air time, he rose painfully from the couch, walked to his studio and sat down before the microphone, still yawning. Spread out before him were the music and words of a song called *I Went Down to Virginia*, which he was supposed to sing that day but had never rehearsed with his band, and a teletype message which informed him that his song plus the work of his colleagues in New York would take up 12 minutes, leaving him 18 minutes in which he would have to talk, hum or otherwise avoid dead air. By the time he had digested this information it was 10:53.

At that point Godfrey began rehearsing his song with the band. The arrangement was rather complicated, calling for some of the band members to vocalize in harmony between blasts of the Godfrey voice, and there was some question as to which lines Godfrey would take and which lines the band would sing. Furthermore the first trial singing of the number brought out the painful fact that the ending was unsatisfactory. By the time a new ending had been worked out, and just when there was beginning to be a meeting of minds on who was going to sing what, the clock in Godfrey's studio pointed to 10:59. The telephone line went dead for the minute of studio silence that precedes the *On the Air* signal.

Godfrey looked up from the microphone, with the dawning awareness of a man who has been robbed in his sleep, and told Miss Richardson, "We didn't have enough time on that. I'll bet they louse me up."



GODFREY, 18, AS A SAILOR



*your  
home is your  
show window!*

Does your home invite the admiration of your friends? Or do down-in-the-heel rugs make it look ill-groomed, unloved, neglected? Visit your favorite rug department today. See how little it costs to give a room a real lift with a new Alexander Smith Rug. Choose your favorite from the beautiful new Alexander Smith 1948 patterns—plain, textured, and figured. And write today for Clara Dudley's free color-idea book, "Colorama," to Alexander Smith & Sons Carpet Company, Dept. LB-5, 285 Fifth Avenue, New York 16, N. Y.

Look at your rugs. Other people do!



**Alexander Smith**  
*Floor-Plan Rugs & Broadloom Carpets*

©1948, ALEXANDER SMITH & SONS CARPET CO.

CONTINUED ON NEXT PAGE





# SKOL TAN LASTS LONGER!

It's a fact! SKOL filters sunrays perfectly, lets beneficial tanning rays penetrate to your deeper skin layers—guarantees you a longer-lasting tan.

And SKOL helps you get a glorious, golden-rich tan faster—painlessly—without burning. Start using filter action SKOL today, for that radiant, suntanned SKOLook!

\*Antiseptic SKOL is a wonderful year-round medicine-chest—relieves minor burns, poison ivy, scratches—prevents windburn and chapping!

*Not oily—prevents painful sunburn*



THE WORLD'S LARGEST-SELLING SUNTAN LOTION



BANDLEADER BLEYER and boys, in New York, accompany Godfrey's voice as it comes over loudspeaker via telephone line from his Virginia studio.

## GODFREY CONTINUED

"What's more important," said Miss Richardson, "is—do you have any idea what you're going to say for an opener?"

"No," Godfrey admitted. "You got anything for me?"

Miss Richardson shook her head, "Just a few gags left over from last week. They're no good."

At that moment the band and singers in New York went into the musical introduction. Ready or not, Godfrey was on the air.

The Chesterfield show costs the sponsor approximately \$6,000 a day and has a reputation and future value which are worth guarding with life, limb and in extreme cases virtue. On this particular occasion Godfrey, just eight minutes removed from a sound nap, was so ill-prepared for meeting the challenge that he had to start out by telling Bandleader Bleyer, "Let's do my song before we forget it." During the rest of the program Miss Richardson was digging frantically around the bottom of her briefcase for bits and pieces of material. She came up with three short gags, all of them, as she had predicted, terrible. Godfrey read them, improvising some vast improvements as he went along. He also managed to squeeze a few minutes of air time out of the fact that he had stayed up until 12:30 the night before, and the fact that a wren was singing outside his studio window. The show, as any steady Godfrey listener would be glad to depose under oath, was a great success.

One of the secrets of Godfrey's popularity lies in the fact that although he is often late to rehearsals and never bothers to figure out his program in advance, he works extremely hard in front of the microphone. Recently a listener tackled him outside the studio and asked, "Mr. Godfrey, how is it that you can make me laugh every morning?" Godfrey, who was in an unusually philosophic mood, replied, "Honey, it's because there never yet has come a day when I wasn't afraid to death of boring you when I start talking into that mike." He talks right at his listeners, with the kind of intimacy of a next-door neighbor with a gift for telling amusing anecdotes and for shutting up if the story gets no response. Even the Godfrey singing voice, whatever its technical limitations, has its points. It is relaxed, comfortable and self-mocking. Depending on your sex, Godfrey sounds like yourself, or like your spouse, singing cheerfully and rather inadequately under the shower. The very least that can be said for it is that even if you don't like it, you don't mind it.

The only preparation Godfrey ever had for radio was growing up in Hasbrouck Heights, N.J., a fact which any competent comedian can turn into at least one good laugh a week. His father was an English gentleman who was a prolific writer on horse shows and a great authority on the hackney horse. His mother was a pianist and amateur painter. But along about 1913, when Godfrey was 10 years old, the family lost its money and, being more artistic than practical, began slowly disintegrating. When Godfrey was 15 and in his second year of high school he ran away from home and got a \$10-a-week job as office boy in an architect's office in New York City.

He was a good office boy and liked the surroundings, and he might have wound up as a self-made architect had it not been for one of the peculiar accidents that have helped shape his career. On the day he collected his first pay he decided to take a boat ride to the Statue

CONTINUED ON PAGE 97



Completely new-style! The longer Lipstick!



JEWELS IN LA VIE LES BESSIE - COPYRIGHT 1948 - REVLON PRODUCTS CORPORATION

Introducing **REVLON'S**

Revlon changes all your lipstick ideas with "Lip-Fashion."  
Greater *length!* Greater *smartness!* Greater *ease* in use!  
Cannily designed to balance your hand as never before,  
"Lip-Fashion" makes you a make-up artist! The lipstick itself  
is Revlon's superlative "All-Plus" formula. Long, slim, gold n\*  
"Lip-Fashion"—1.50 plus tax. Refills available.

\*polished gold-tone metal

"Lip-Fashion"  
Not a lip liner

REVLON...CREATORS OF GENIUS-COLORS IN MAKE-UP FOR HANDS AND FACE



# Farming "goes Underground"

Out of petroleum molecules — drawn from deep beneath the earth — the farmer now gets more food per acre . . . new ways to increase the yield of his land

Inside petroleum molecules, Shell scientists have already "found" D-D\* to control nematodes by soil fumigation . . . weed killers . . . insect sprays . . . highly refined "carriers" of agricultural chemicals — such as hormones, which hold fruit on trees . . . Shell NH<sub>3</sub> to enrich the soil. Even Nitrojection, a new method of applying anhydrous ammonia directly to the soil, has been originated.

Proving ground is the Shell Agricultural Laboratory. Here, on a 112-acre farm, is centered the apparatus of petroleum research for agriculture — "tools" to study new ways to enrich the soil . . . kill pests . . . lighten farm labor.

Shell's farm is chosen for soil, water, climate — a cross section of conditions of the temperate and subtropical zones. And what the farm lacks, science creates. Indoor "test tube" farms have their weather *made-to-order* . . . humidity and temperature controlled.

At will, Shell's scientists can work in a Louisiana cotton patch . . . a Washington apple orchard . . . or a Kansas wheat field — without even leaving the laboratory.

Here, new methods of soil fertilization and insect control are tested against results and costs . . . pests are grown to learn how best to kill them . . . a steady flow of new chemicals from Shell's research laboratories are tested for their best possible benefits to agriculture.

End-product is what we now need most: more and better food . . .

## Hundreds of research achievements demonstrate Shell leadership

Development, from petroleum, of new products to serve the farmer is only one type of research by which Shell demonstrates leadership in the petroleum industry.

Wherever you see the Shell name and trademark, Shell Research is your guarantee of quality.

© 1948, SHELL OIL COMPANY, INC.



*Horizons widen  
through  
Shell Research*

© 1948, SHELL OIL COMPANY,  
Incorporated



## GODFREY CONTINUED

of Liberty. As luck would have it, he walked up the stairs behind an older girl who was something of a woman of the world. High in the recesses of the statue they struck up an acquaintance. Then, on the pretext of retiring to the ladies' room, she disappeared. After waiting for her while nine boats came and went, he consoled himself by going to a hamburger stand and ordering 65 cents worth of food. When the check came he discovered that his \$10 had vanished along with the girl.

In retrospect Godfrey is very fond of this incident. "I figure I am possibly the only man now alive," he says, "who was rolled in the Statue of Liberty." At the time, however, it was a tragedy. He had to work out his 65-cent check by washing dishes and, since he could not afford the luxury of waiting a week for another paycheck, he had to continue washing dishes to eat regularly. At night he slept between rolls of newsprint in the plant of the old New York *Tribune*, which at that time was a favorite nighttime hangout for bums around the New York City Battery.

After a year, he learned through a want ad that the Army was seeking typists for a World War I separation center in New Jersey. By lying about his age and pretending to be a high-school graduate he got a job at \$105 a month, plus the privilege of living in a barrack. There he made friends with a homesick and overenthusiastic soldier from Clymer, Pa., who persuaded him that coal mining was the most profitable and pleasant occupation in the world. When the soldier got out of the Army, Godfrey went along to Pennsylvania and started working in the mines.

### The world's skinniest lumberjack

**A**T the time he weighed 130 pounds. He worked underground for a while, developed a cough and was ordered by the company doctor to get a job out in the open. For a time he was a spragger—a man who brings the coal cars under control as they come popping out of the mine. Then, disappointed with a spragger's pay, he tried to be a lumberjack. "That was an awful mistake," he concedes now. "I couldn't even lift the kind of ax they use." Finally he got a job as a farmhand, more suited to his 1919 physique, and saved enough money to carry him to Akron, Ohio.

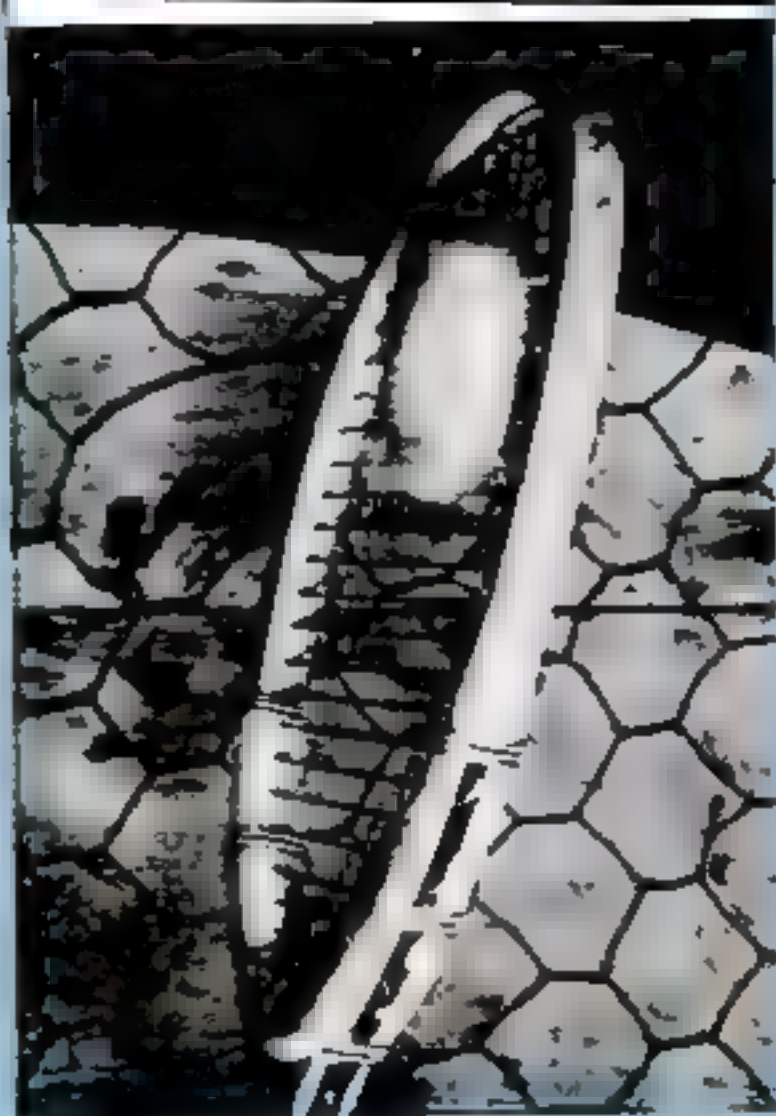
By this time Godfrey, although just 16, was worried—as possibly he should have been—about becoming a bum. He went to an Akron police station and, in his best affectation of an Irish brogue, asked the duty sergeant for help in finding a place to live and a job. The sergeant was obliging. He permitted Godfrey to sleep in an empty cell pending further arrangements and then proceeded to find him work as a tire finisher at the Goodyear plant. By the end of two weeks Godfrey was earning a respectable wage and had found a home with a young college graduate and war veteran named Daniel Cullinane.

Young Godfrey would probably have been an exemplary citizen from that day on had it not been for a railroad strike which paralyzed the tire plant and cost him his job. He went back to work as a dishwasher by day, and at night he found a job helping run an illegal dice game over an Akron store. He thought that the dice game—in which he was the "stick man," charged with the duty of returning the cubes to the player after each throw—was fascinating. He might have stayed with the profession permanently had not Daniel Cullinane, and a Catholic priest he had met through Cullinane, persuaded him to get more education by joining the Navy.

During his hitch in the Navy, Godfrey studied so hard that he was able to pass an entrance examination for Annapolis. But instead of going to the Naval Academy he volunteered for duty as a radio operator on a destroyer patrolling the Mediterranean during the Greco-Turkish War. During duty hours he was a first-rate operator and highly thought of by his superiors, but on leave he fell into the deplorable habits which were then characteristic of sailors. "When I got ashore," he has admitted, "I always got as far as the first saloon, and there I stayed until somebody took me back to the ship. It was a hell of a way to see the world."

One evening recently, on one of the few theater excursions that his radio schedule permits, Godfrey saw the Broadway success called *Mister Roberts*. During one scene which shows Navy enlisted men returning to their ship after shore leave with multiple contusions and suspected fractures, he was rendered nostalgic almost to the point of tears—and he gave the play several thousand dollars worth of free advertising on his next daytime network show. His sympathy for the bruises of the sailors in *Mister Roberts* was genuine and personal. Godfrey's own skull, under its heavy thatch of red hair, is stitched as beautifully as the surface of a baseball, and an X-ray would undoubtedly show subcutaneous deposits of broken beer bottle and splintered table leg. In the left side of his mouth he carries a

CONTINUED ON NEXT PAGE



## IT'S MURDER for some tennis balls

• The mightiest "kill" you ever saw on any court can't equal this superhuman smash!

It's delivered by machine—at 90-miles-an-hour—to test Spalding and Wright & Ditson tennis balls for the lasting liveliness you want, set after set.

Even after 300 of these torture-testing wallops, Spalding-made balls still meet every U.S.L.T.A. standard. You can count on their uniform bounce—their fast, true flight—from first point to last!

A. C. SPALDING & BROS., INC.



Official in The Nationals! Only ball ever used in the National Championships and every U. S. Davis Cup Match is the Wright & Ditson! With its twin—the Spalding, a top tournament choice.

**SPALDING**  
CHAMPIONSHIP  
APP U.S.L.T.A.—WOOL COVER

# SPALDING

SETS THE PACE  
IN SPORTS







## That new look plus comfort...with glamorous Life

Discover a new flair for high fashion and a new high in healthful freedom with glamorous Life above and below. Only Life

Bra and Life Girdle are so cleverly tailored to fit and

work together—for that new well-rounded look, with

supple comfort. No wonder more women wear Formfit

creations than any other underfashions.

Life Bras \$1.25 to \$3.50. Life Girdles \$7.50 up.

Be fitted today at any of the better stores.

*A*  
**Formfit**  
CREATION

MADE ONLY BY THE FORMFIT COMPANY, CHICAGO, ILL.



**AT FARM** Godfrey plays the ukulele for his wife, whom he met when she was secretary in a Washington radio station, their daughter Pat, 5, and son Mike, 7.

### GODFREY CONTINUED

heavy bridgework to replace the bicuspid he lost to faster right hands in the Mediterranean. Godfrey was very shifty in his time, but in that league nobody could always win.

After the Navy, Godfrey had a remarkable series of ups and downs. He found a \$100-a-week job in New Jersey writing advertising copy for a perfume company, quarreled with his boss, drove to Detroit and began making bodies for Ford automobiles. He got sick on this job and retreated back to the restaurant business, working his way up from dishwasher at a greasy spoon to short-order cook at the Book-Cadillac, one of Detroit's best hotels. At that point he ran into an old acquaintance from the Mediterranean, who offered him \$15 a week plus a room to serve as night manager of a hotel at the opposite end of the scale from the Book-Cadillac. This hotel had an extremely doubtful clientele, and one of Godfrey's chief duties was to keep two suitcases behind the desk for the benefit of couples who seemed to have forgotten their luggage. He had no special compunction about the suitcases—but when he discovered that the hotel was headquarters for a gang of Detroit hoodlums who were seriously thinking of offering him a job as their front man, he left in a hurry. In fact he sneaked out the back door, not making a sound, in the dead of the night.

By answering a blind ad in a newspaper he found a job as a salesman—for cemetery lots. He did so well that by the end of the first month he was earning around \$500 a week, had engaged a suite of rooms at the Book-Cadillac where he had so recently worked as a cook, and was driving a Stutz Bearcat. Then he tried to sell a cemetery lot to a man who owned a vaudeville troupe. The interview ended with the lot unsold—but with Godfrey, in return for every cent he had, owning a half interest and the right to perform in the vaudeville show. The troupe went on tour through the West and wound up in California flat broke. Godfrey pawned his \$500 banjo for \$50 and rode freight trains back to Chicago, which seemed like as good a place as any to start over.

### A little home in Lake Michigan

**H**E arrived on a cold day in November 1926. The only help-wanted ads in the newspapers read "CAB DRIVERS, must know city." Godfrey stole a 50¢ city guide from a newsstand, studied it until he knew the addresses of all the prominent buildings in the city and then applied, giving fictitious references and a fictitious address. The job lasted just long enough for Godfrey to get the hang of it. Then the manager called him in and said, "Godfrey, we've been investigating your application and we still haven't found a single one of the people you listed as references. Furthermore the home address you gave is a half-mile out in Lake Michigan. You're fired." After this blow Godfrey, coming to the conclusion that there had been only one period in his life of real security and stability, decided to get back into the service by joining the Coast Guard. He

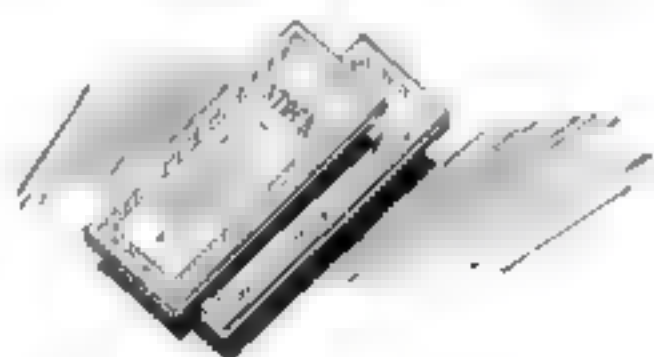
STUDIED THE PAGE 100



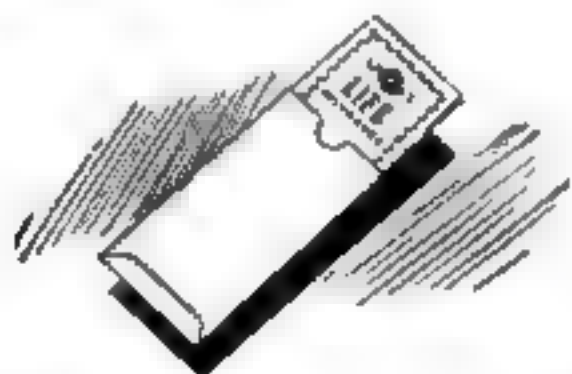
# Can you find your shoes in this picture?



**1. If you could** look at the shoes worn by the people who are the true "owners" of American business, chances are you'd find *your* shoes among them! And that holds true whether you're a factory worker or a schoolteacher—a farmer or a storekeeper—a clerk or a cowboy—a housewife or a stenographer—or anything else! Here's why:



**2. If you own** a single share of stock in any business enterprise, you are one of the 14 million Americans who are *direct* owners of American industry, and who receive part of the profits of industry in the form of dividends.



**3. If you carry** life insurance, you are an *indirect* owner of business. Because the premiums you and 75 million other policyholders pay are reinvested by insurance companies in sound, profitable businesses. That's why your insurance policy can give you *income* as well as *safety*. The same holds true of almost all pension plans.

**4. Even if you** have no stock, no insurance, no pension—but are one of the 60 million people who have savings accounts, you have a stake in business. That's because the bank can lend your money to well-managed businesses—at a profit—and so can pay you interest.



**5. Add it all up** and you see that just about every family in America today is a part "owner" of business. Which means that just about every family in America profits when industry profits.

**How much profit** does it take to do so much good for so many people? Here, indeed, is another miracle of the American "profit system."

For, while most Americans think 10 to 15 cents out of each dollar of sales would be a fair profit for business to make—Government figures show industry averages less than half that much!

And about half of what industry does make goes right back into business to pay for the development that brings more Americans more good things than are enjoyed by any other people on earth!

**N**ATIONAL **A**SSOCIATION OF **M**ANUFACTURERS  
*For a Better Tomorrow for Everybody*





**DOUBLE  
ACTION  
PENNZOIL  
MOTOR OIL  
FLOWS FAST  
STAYS TOUGH!**

Look for this sign!  
It's where you get  
genuine Pennzoil.  
Sold coast to coast  
by better dealers.



Tough-film PENNZOIL\* gives all engines  
an extra margin of safety

**GODFREY** CONTINUED

taught radio classes, graduated at the top of his own class in an advanced-mathematics course and eventually was sent to Baltimore to design radio equipment. It was this last move which, by chance, found him standing in the Baltimore speakeasy the night the lightning struck.

Even after Godfrey got into radio, he might just as easily have turned into a routine announcer. He moved from WFBR to the NBC station in Washington, where he was paid \$50 a week to read announcements with dignity and beauty. "I had a bit of a British accent and a broad A," he says now with great distaste. "It must have been murder." He was even being considered for a diction award in 1931—and might have won it had he not been driving down a highway when an approaching truck lost its left front wheel and careened across the road. When he awoke in the hospital he could move only his head and his right arm, and the doctors, who were surprised to see him wake up at all, told him he had 32 fractures distributed from skull to kneecaps.

The accident kept him in the hospital for months, forced him to use a cane for several years and still makes him limp slightly, but he considers it one of the luckiest things that ever happened to him because it gave him time to study his new profession. "For months I was lying there," he says, "listening to these guys purr, 'Good evening, ladies and gentlemen'—just the way I had been doing. Finally I thought, why you —! In the first place you haven't got any audience. The only people who are giving you their undivided attention are fellows like me who can't move. If there are as many as two people in the room, they're talking. Where do you get this ladies and gentlemen stuff?"

The first time he got back to a microphone Godfrey tried a new technique. The sound engineer was sitting back waiting for the old Godfrey voice to boom out, full of all the spurious oomph that announcers like to affect. Instead Godfrey said quietly, "Good evening"—just like that. The station managers thought he was still sick and should rest for a while longer. The chief announcer put an arm around him and said sadly, "Old man, you just haven't got it any more."

They finally buried Godfrey on an early morning record program. He did as he was bid for four mornings, but on the fifth morning he stopped a record in the middle and told his audience, "Ain't this the silliest thing you ever heard of? Here I'm playing the *William Tell Overture* at eight minutes after 7 when everybody wants a little peace and quiet." With that he broke the record and added into the microphone, "Hey boss, if you're listening, . . ." followed by a loud Bronx cheer. "See?" he told his audience. "Those guys don't listen. If they do, I won't be here tomorrow morning."

Godfrey expected, and half hoped, to be fired. Instead his boss told him one day, "Godfrey, I hear you're a scream. I'll have to get up some morning and listen to you."

People have been getting up and listening to him ever since. The best explanation seems to be that millions of Americans still like a casual and neighborly fellow who agrees that stuffed shirts are abominable—especially in the morning.



**FARM FAVORITE** Sunsan, a 2-year-old Arabian colt, kisses its master. The 800-acre farm also has cattle, chickens, geese. It made Godfrey \$12,000 last year.

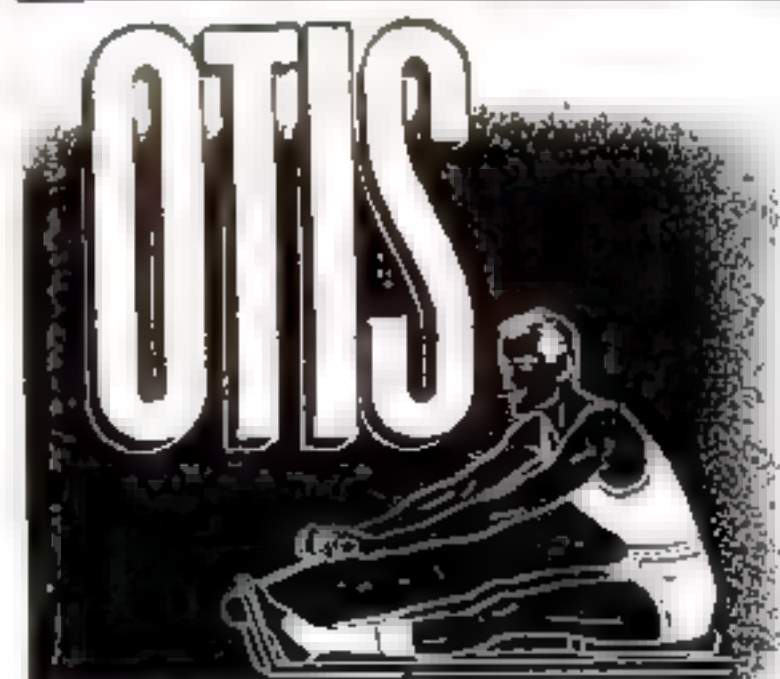


One of a colorful collection of Regal Tie creations inspired by the indescribable beauty and grandeur of the West.

**Regal Ties**

\$1. to \$5. at Better Stores—or write to..

FRANK S MEYER NECKWEAR CO. Mfrs. ST. LOUIS  
NEW YORK OFFICE, 385 FIFTH AVE.



**UNDERWEAR AND HOSIERY**  
for Men and Boys

OTIS UNDERWEAR fits comfortably and wears well. Sleeveless and short-sleeve shirts—mid-thigh shorts or briefs, and other styles.



OTIS UNDERWEAR, 57 Worth St., New York 13, N.Y.



*Coffee Time* is any time when friends drop in to share the quiet pleasures of the family circle. The warm welcome in every cup adds a festive touch to the simplest occasion. And because Maxwell House is America's favorite . . . coffee time is Maxwell House time wherever you go. Painted by Ben Stahl.



**B**ecause that "Good to the Last Drop" flavor adds so much real enjoyment to our daily living, Maxwell House is America's favorite, of ALL brands of coffee, at ANY price! North, South, East, or West, Maxwell House is truly part of the American Scene.



*Throughout this nation of coffee lovers* **MORE PEOPLE BUY AND ENJOY MAXWELL HOUSE THAN ANY OTHER BRAND OF COFFEE!**



# Imagine a Pen

not much longer than your cigarette!



HUMPHREY BOGART, starring in  
"KEY LARGO", a Warner Bros.  
Production

Humphrey Bogart says, "I carry my Kimberly with me all the time. You can't beat it for instant, smooth, trouble-free writing."

...yet it opens up to a full size pen!

This Kimberly Pockette is a new EVERSARP writing wonder! When closed—it's little longer than a cigarette. Drop it in any pocket, in vest, coat, trousers. It won't leak—it can't. When opened it's a full size pen—with **full ink supply**. It *rolls* ink on *dry* . . . writes on and on and on without refilling. Its velvet-smooth point is so precision-fashioned that you can write *at any angle*!

You'll want this Kimberly Pockette by EVERSARP no matter how many pens you own! It's so convenient, so amazingly smooth-writing. Handsomely styled in your choice of he-man solid colors.

With 14-K gold-filled band, only \$7.50 . . . (tax included).  
With Chrome band, only \$4.95 (no tax). Buy your  
Kimberly Pockette by EVERSARP now.

**Kimberly**  
POCKETTE  
by **EVERSARP**

P. S. Buy one for your wife . . . in feminine high-fashion colors.

©1945, Eversarp, Inc.





STRIPED JANTZEN T-SHIRT, BLACK SKIRT, WHITE HAT AND GLOVES MAKE UP STREET OUTFIT SUGGESTED BY CLAIRE McCARDELL

# T-Shirts

Sports standby is now a street and evening style

Ever since U.S. women took over men's T-shirts they have worn them for picnics, tennis and other muscular enterprises. This they still do. But their affection for this garment has now carried it beyond the realm of athletics. This summer T-shirts in a variety of colors, with hoods and turtle necks, will also appear as costumes for street and evening wear. To illustrate this, LIFE asked three top designers to choose shirts and adapt them for both town and country. Best thing about the new fashion— even good T-shirts cost only \$3.95.



SAME T-SHIRT as worn above appears here over bathing suit.



*S*terling silver plate made in 1851 by the famous London silversmith Magdalen Fildes, now in the Fine Arts, Boston, is a fine example of the lovely "cable" border and the beautiful Fildes pattern which is decorative in its design.



*Choose the Sterling  
with a heritage  
of more beauty*

### ...from Lovely Silver Masterpieces!

Choose wisely when you choose your sterling, for you are making a life-time choice. Today, you can have beauty in your silver that has been famous for hundreds of years.

When you ask to see Watson Sterling, you can choose from silver inspired by masterpieces of the world's greatest silversmiths. And you'll find in each of the twelve Watson patterns not only their great beauty of design, but the same painstaking craftsmanship... in depth of cut... clearness of detail...

harmony and grace of proportion... that make these original pieces collectors' items today.

Ask your jeweler to show you Watson Sterling now. Any of the patterns shown here, or Windsor Rose, Victoria, Lotus, George II, Colonial Fiddle, John Alden or Colonial Antique.

Each is designed to bring you the beauty and distinction of the finest sterling silver ever made. The Watson Company, 1468 Watson Park, Attleboro, Mass.

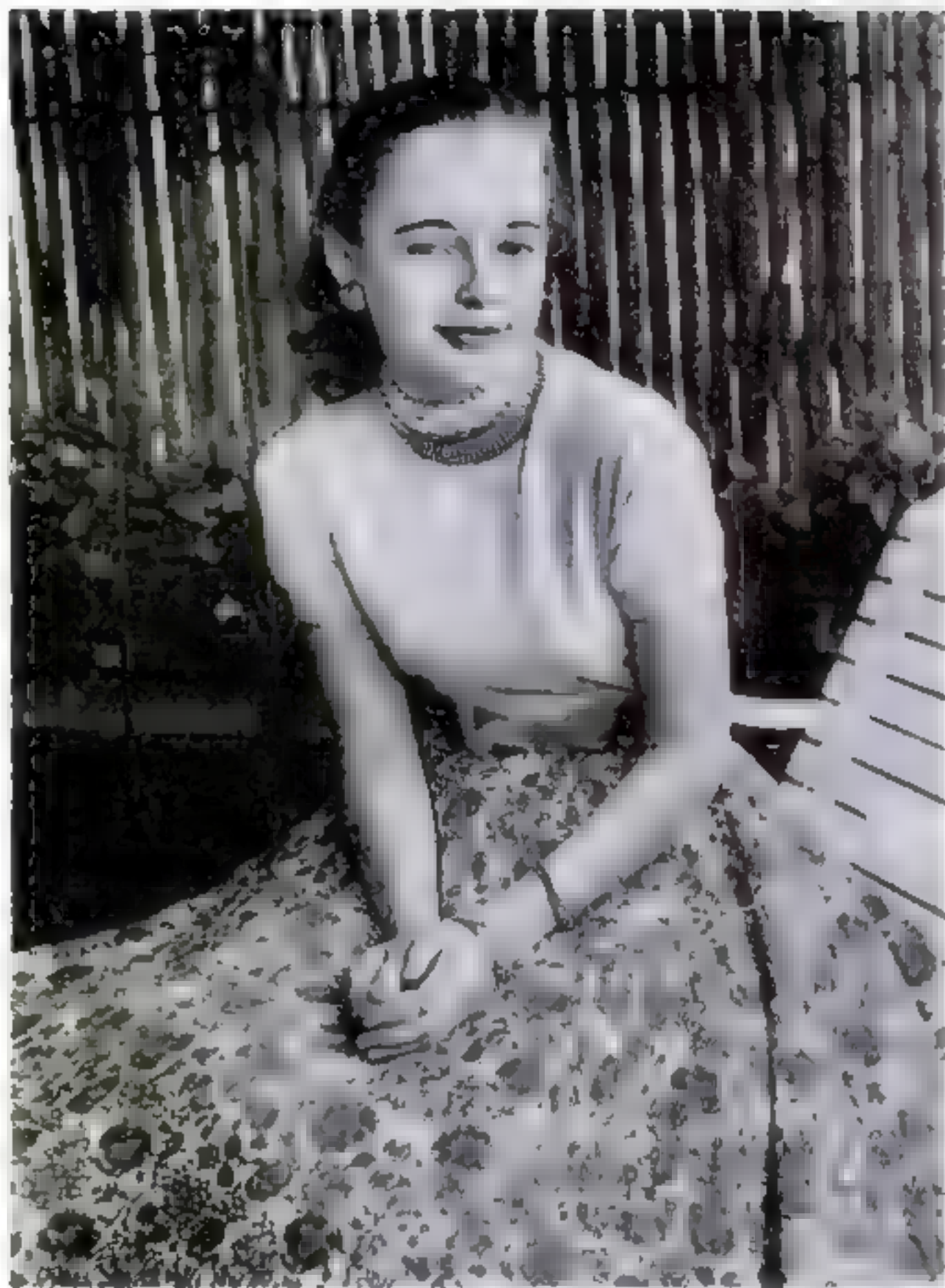
You can buy a complete, 6-pc. place-setting in Watson Sterling for as low as \$23, federal tax included.

*Watson Sterling*



MODERN SILVER WITH THE BEAUTY OF OLD MASTERPIECES

### T-SHIRTS CONTINUED



**FOR SUMMER EVENINGS** Designer Ceil Chapman suggested a shocking pink Jantzen T-shirt to be worn with this red and white quilted cotton skirt. Wide gold belt and jewelry are added touches.



**FOR TERRACE OR BEACH** same pink shirt as above is worn with corduroy shorts. Many colors for these T-shirts were chosen for Jantzen by noted textile designer Dorothy Liebes (LIFE, Nov. 24).





# Love Story

## OF ANOTHER WOODBURY MARRYING DEB

Two...cut a slice of happiness! She's Virginia Carrie Mann...he's Melvin Edward O'Neil, just wed in candlelight ceremony in St. Thomas Episcopal Church, Denver. Ginny wears sweeping satin in bluish pink...enchanted with pink-pearl tone of her clear complexion, refreshed daily by Woodbury Facial Soap.



Ed's a pilot! Sent his proposal "winging" to Ginny, then visiting in Hawaii. Says he, "Her smooth beauty had me dreaming!" For that dream-smooth look, girls...try Woodbury!



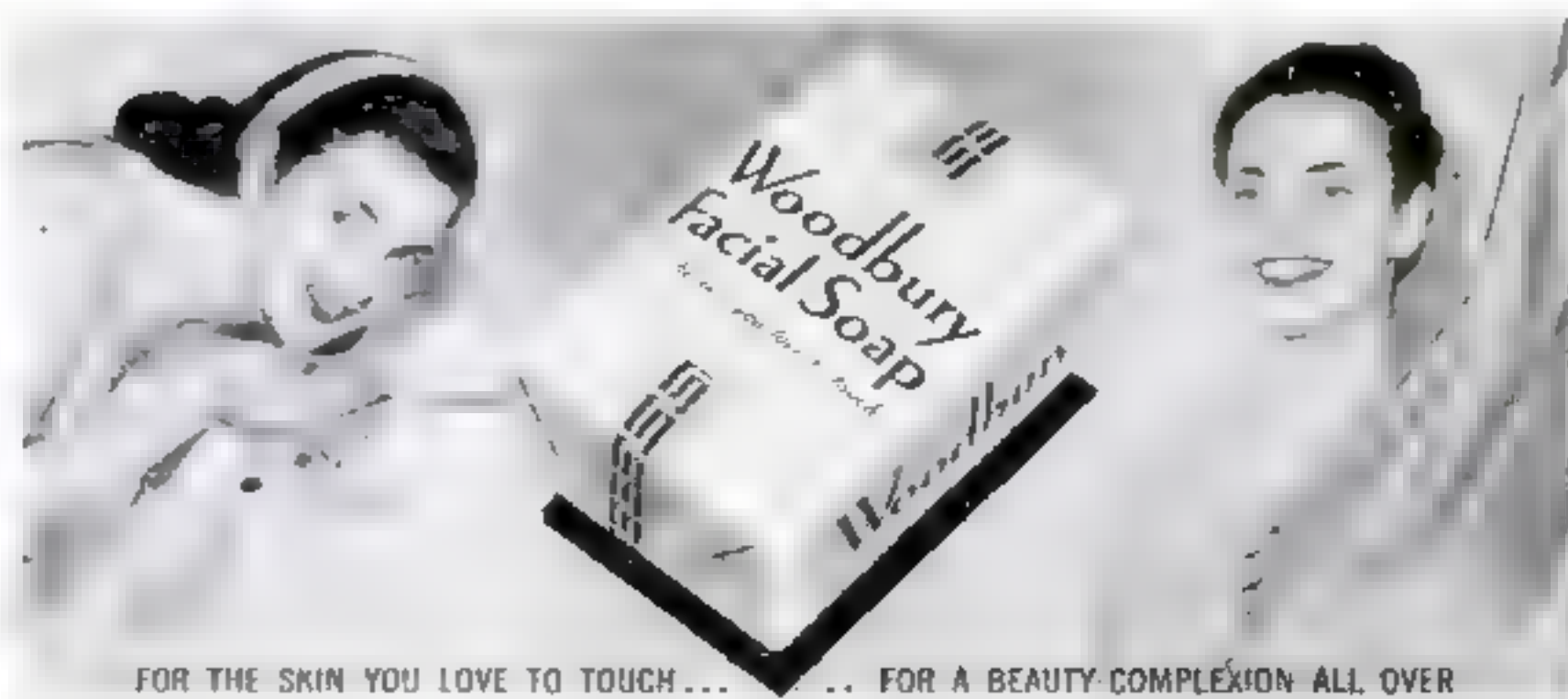
Romance Roundup! Ginny's a savvy cow-puncher. Savvy about skin care, too. "Our Denver climate is drying...so it's mild Woodbury for me. Skin stays satiny."



"Mine, now!" gloats Ed. She's such a be-oo-tiful bride! And no wonder, for Ginny's beauty soap contains a rich beauty-cream ingredient. It's made by Woodbury skin specialists—for the skin alone.



Honeymoon ahead. Ed's heart went "on the beam" for Ginny, after Colorado Springs meeting. Through courtship she kept skin beauty "on the beam" with Woodbury—true beauty soap!



FOR THE SKIN YOU LOVE TO TOUCH... .. FOR A BEAUTY COMPLEXION ALL OVER

"My Facial Cocktail—wonderful to put sparkle in skin," says Ginny. "First, a creamy lather massage—then rinse warm, rinse cold! My skin glows... looks velvety, 'cause Woodbury's so-o mild"... Mild? Woodbury is extra mild to sensitive skin!

"I take Woodbury right to my tub...treat all my skin to its beauty-cream lather. And oh, the creamy-smooth look it gives my shoulders!" Take Ginny's bath tip, girls. Woodbury's beauty-cream ingredient is a "skin-smoother."



# THE TRUTH ABOUT DANDRUFF

Itchy Scalp... Falling Hair



## WARNING!

Watch out for dandruff, itchy scalp, falling hair—warning signals that your scalp needs immediate attention.

## JERIS KILLS DANDRUFF GERM ON CONTACT\*

JERIS has "double-action." Its anti-septic ingredients kill the dandruff bacillus\*, rout loose, unsightly dandruff instantly. JERIS also has a special ingredient that stimulates blood flow, gets at the *very root of the trouble*. For a healthy scalp and handsome hair, use JERIS every day. At drug counters everywhere. Request it at your barber's, too!

\*(*Pityrosporum ovale*), which many authorities recognize as the cause of infectious dandruff.



# JERIS

Antiseptic  
HAIR TONIC

JERIS SALES COMPANY, 805 E. 140th ST., N. Y.



HOODED T-SHIRT, worn over a bathing suit on LIFE's cover, is transformed by Couturier Valentina. She slit shirt down from neck, up from bottom, wound ends around waist and added a black bow.

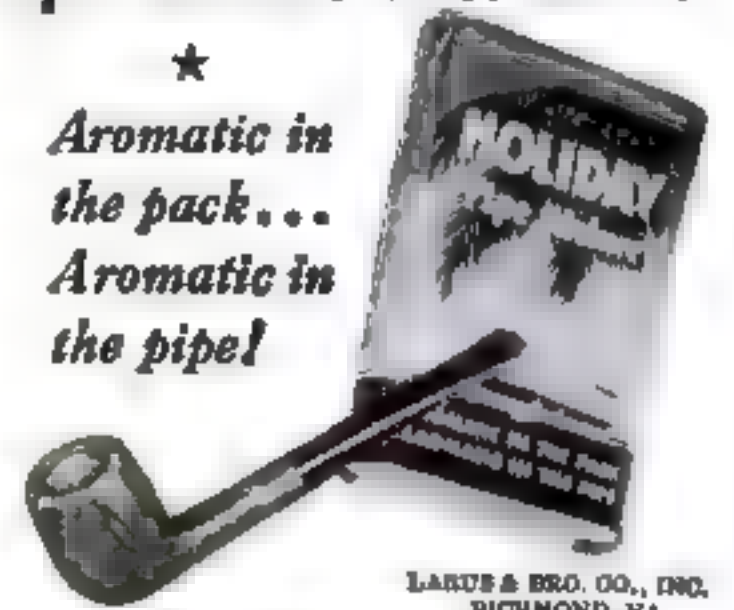


NAVY BLUE VERSION of hooded T-shirt was also slit at neck and bottom. In this case Valentina tied ends in front, rolled hood into high collar to set off deep décolletage. Skirt is striped organdy.

# HOLIDAY

The most talked about  
Pipe Mixture in America

★  
Aromatic in  
the pack...  
Aromatic in  
the pipe!



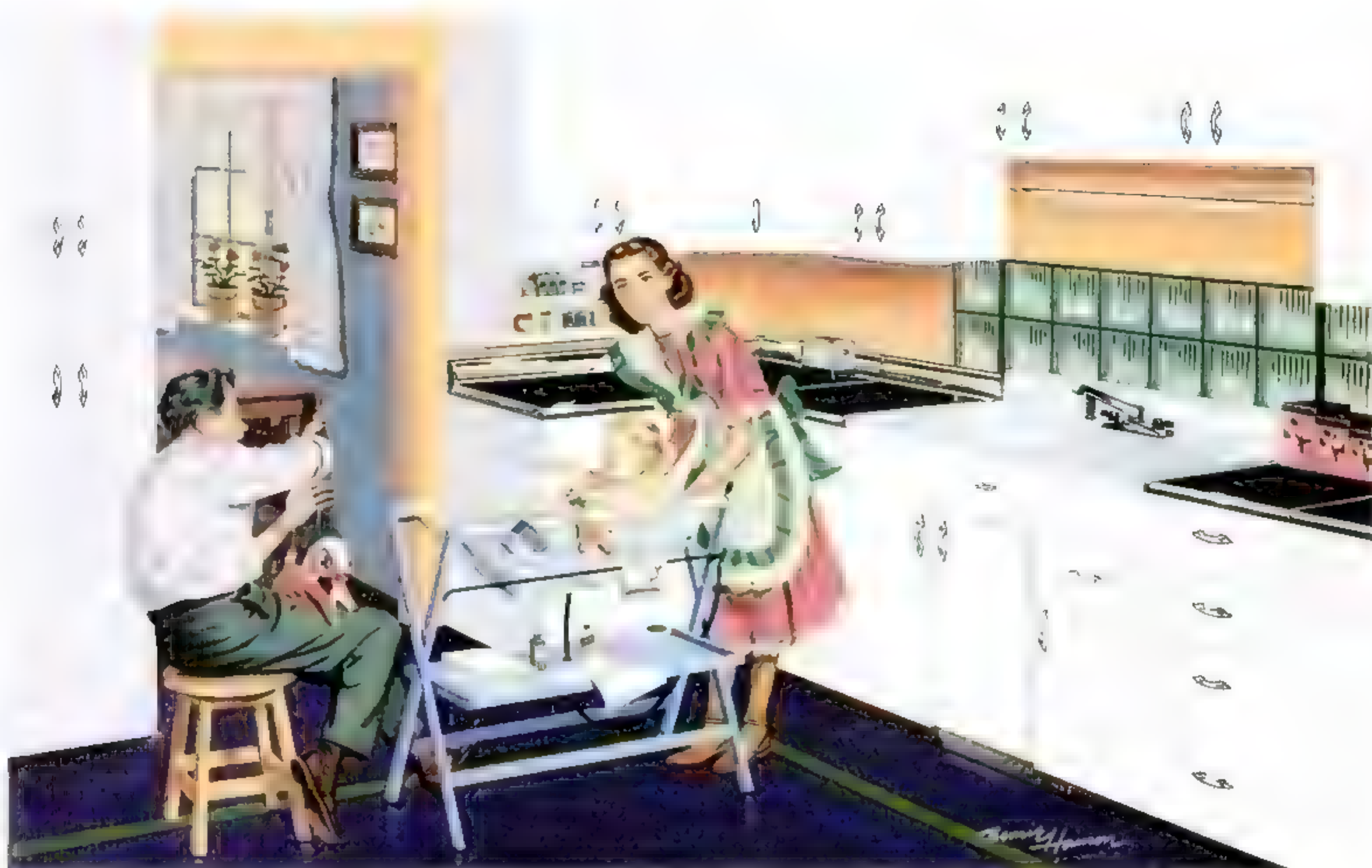
LARUE & BRO. CO., INC.  
RICHMOND, VA.



REX CUTLERY CORP. • IRVINGTON, N. J.







Get your best smile set for a kitchen keyed to your every whim. Youngstown wall and base cabinets fairly shout, "Room for everything!" Wide work surfaces snap chores to a time-table schedule. Eye

the efficient 48" twin-bowl Youngstown Kitchenaid cabinet sink. M-m-m-m! Sliding-removable drainboard, 11" super-deep second bowl. Remember, Youngstown units are steel. Only Youngstown

could design such a beauty and make it so easy to own. It's all yours installed complete, for about \$14.25 per month on most budget plans, including financing through your local bank or your dealer.

## Your kitchen dream...so easy to own



Look! Youngstown 66" twin-bowl Kitchenaid cabinet sink. Five drawers. Two huge compartments, sliding shelf. No-splash bowls, rinse spray, swinging faucet. Get plus value with a new Mullinaider, automatic waste-disposer unit. Fits all Kitchenaiders. Sold as optional equipment.

We took a page from your fondest kitchen dream — then peeked into your budget.

Result? A Youngstown Kitchen in snowy, white-enameled steel. Depend on Youngstown—the kitchen leader—to know just what you want.

Yes, you can arrange Youngstown units to any kitchen plan, any floor area. New home or old.

And just wait till you see how the price matches your purse. Your Youngstown dealer will show you kitchen plans galore. See him today—he's a good man to know. Be sure to tell your builder you want a Youngstown Kitchen—nothing else!

**MULLINS MANUFACTURING CORPORATION**  
WARREN, OHIO

World's Largest Makers of Steel Kitchens

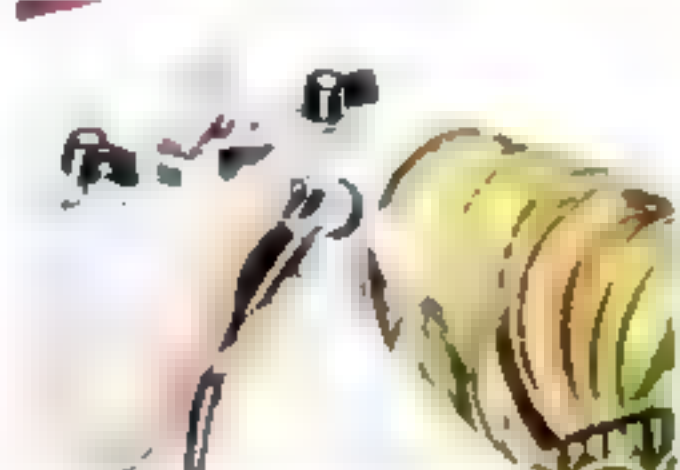


## Youngstown Kitchens

BY MULLINS



Kitchen magic! New Mullinaider, automatic waste-disposer unit, makes food scraps vanish. Turn on cold water, flip Mullinaider switch, scraps waste down drain opening. Sold as extra equipment.



Close-up of swinging mixing-faucet and speedy rinse spray featured on all Youngstown Kitchenaiders. Spray reaches all parts of sink top. A boon for dishwashing. Wonderful for rinsing all vegetables, too.

### SEND COUPON TODAY!

GET THIS EXCITING BOOKLET! 20 pages featuring beautiful Youngstown Kitchens in full color. It gives you details of every Youngstown unit and helpful tips on arranging your new kitchen, whether you plan to modernize or build. Send coupon with 10c in coin. Sorry, no stamps.

Youngstown Kitchens  
Mullins Manufacturing Corp.  
Dept. LF-648, Warren, Ohio

Please send me your Youngstown booklet of ideas for dream kitchens. I enclose 10c in cash.

I plan to remodel ☐

I plan to build ☐

NAME (PLEASE PRINT)

ADDRESS

CITY

ZONE

COUNTY

STATE





NOW! ANOTHER BIG ADVANCE

# Improved Gillette

# ZIP!

You Change  
Blades Like  
Magic!

SEE THIS NEW  
NOTCHED BAR!  
EASY TO INSERT  
AND REMOVE



Shaving  
never was so  
quick and  
easy!



*Twist...*  
Your Razor Opens!



*Zip...*  
Blade Drops in Place!



*Twist...*  
You're Ready to Shave!



*To clean...*  
Loosen, Rinse, Shake

look *SHARP!* feel *SHARP!* be *SHARP!*

use Gillette Blue Blades

WITH THE *SHARPEST*  
EDGES EVER HONED



IN SHAVING CONVENIENCE!

# Super-Speed Razor Set

Combines Instant Blade Changing  
With Superior Shaving Comfort  
And Double-Edge Economy

Now Gillette makes shaving faster, easier and far more convenient than ever! You change blades in a flash, save bother, and get the swellest shaves of your life with today's improved Gillette Super-Speed Razor and handy Gillette Blue Blade Dispenser.

Twist . . . the razor opens. Zip . . . it's loaded. Twist again . . . you're ready to shave. This razor has a notched positioning bar specially designed for use with the Gillette Dispenser. You simply hook on a blade and presto it drops in place.

Men, here's the slickest shaving combination you ever saw. One-piece razor construction saves time and trouble. There's nothing to take apart or put together and your blade stays in for cleaning. You get good-looking, refreshing shaves and enjoy double-edge economy. That's why we say the improved Gillette Super-Speed Razor Set—at the introductory price of only \$1.00—is the greatest shaving value ever offered. Buy one for utmost shaving speed and ease.

Gillette Safety Razor Company

(All prices apply in United States only.)

Dad will welcome  
any one of these razor sets  
**FATHER'S DAY**  
June 20

DELUXE ONE-PIECE MODELS  
IN HANDSOME CASES

Now most stores have the superb Gillette Aristocrat and Gillette Milord One-Piece Razors with the new notched bar that permits instant blade changing. The brand-new sets also contain the handy Gillette Blue Blade Dispenser. The razors are gold-plated and richly packaged. They offer you utmost shaving ease and convenience, plus unsurpassed quality and beauty. Ask for them. If your store hasn't received its supply, it will soon.

**Gillette**  
*Aristocrat*  
ONE-PIECE RAZOR SET  
With 10  
Gillette  
Blue Blades  
in Dispenser  
**\$3.79**

**Gillette**  
*Milord*  
ONE-PIECE RAZOR SET  
With 10  
Gillette  
Blue Blades  
in Dispenser  
**\$2.75**



20 Blades—  
40 Shaving  
Edges **98¢**

**SENSATIONAL NEW GILLETTE DISPENSER**

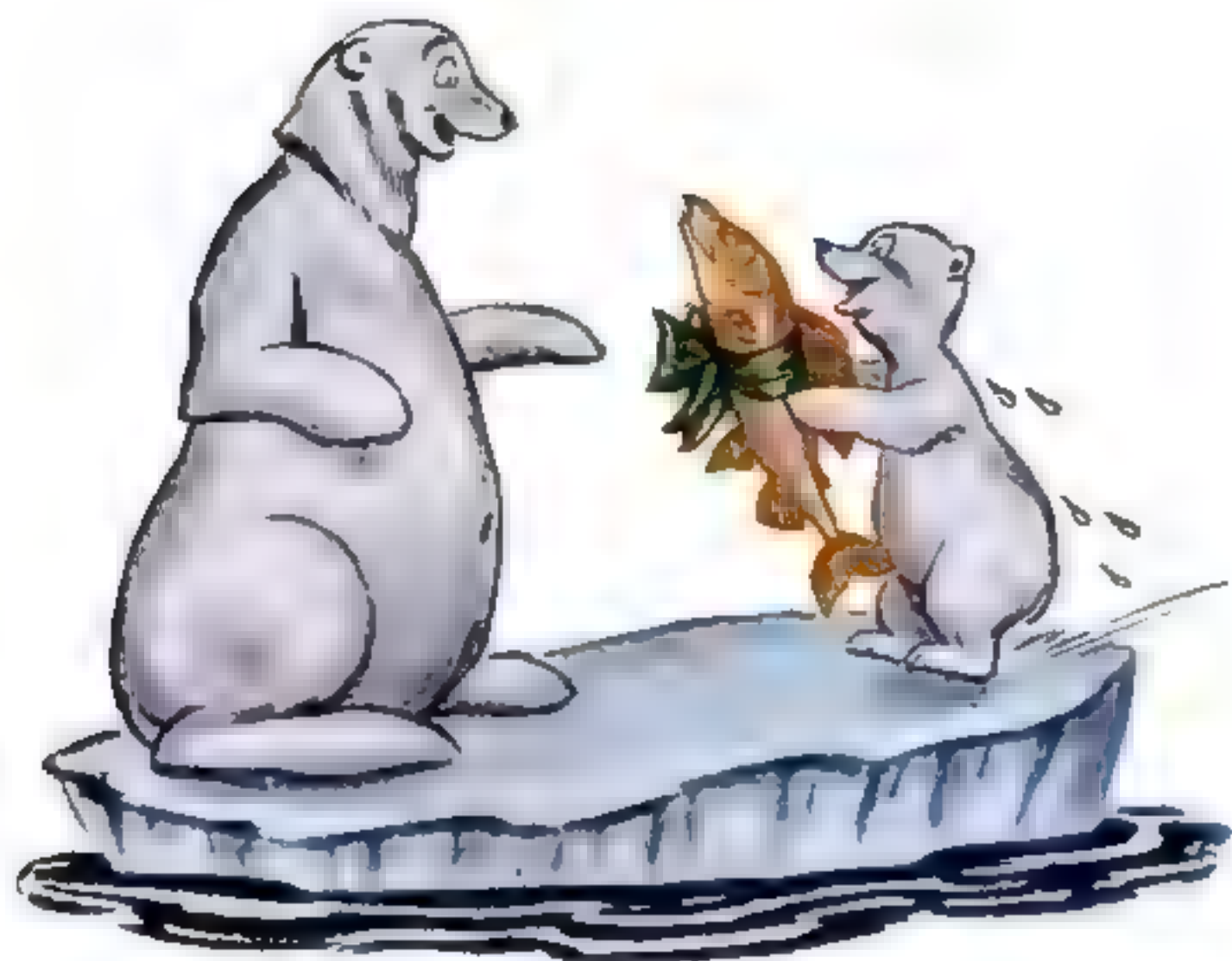
Here's the revolutionary Gillette Dispenser that deals out 20 Gillette Blue Blades—40 easy-shaving edges—one at a time, unwrapped and ready for use! The handy, handsome container protects edges perfectly . . . blades reach you factory-sharp. You pay nothing extra for the Dispenser . . . just the usual price of the blades alone. A carton of five Dispensers containing 100 blades costs only \$4.90 and makes a gift that's sure to please dad on Father's Day or any other occasion.

Copyright, 1948, by Gillette Safety Razor Company



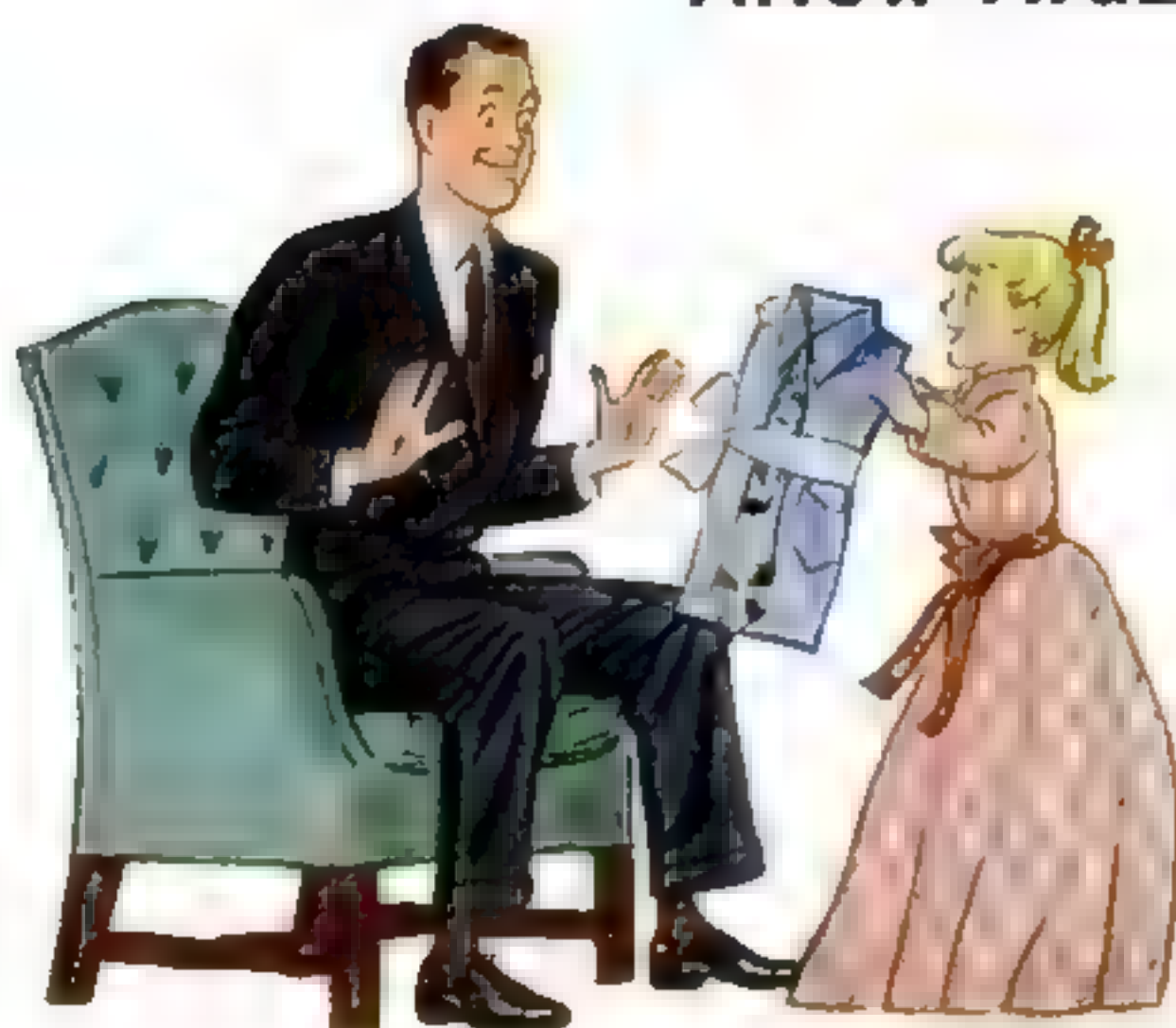
For a cool, cool Father's Day...

give Dad...



## Arrow Arazephyrs !

WHAT an ensemble for Dad!

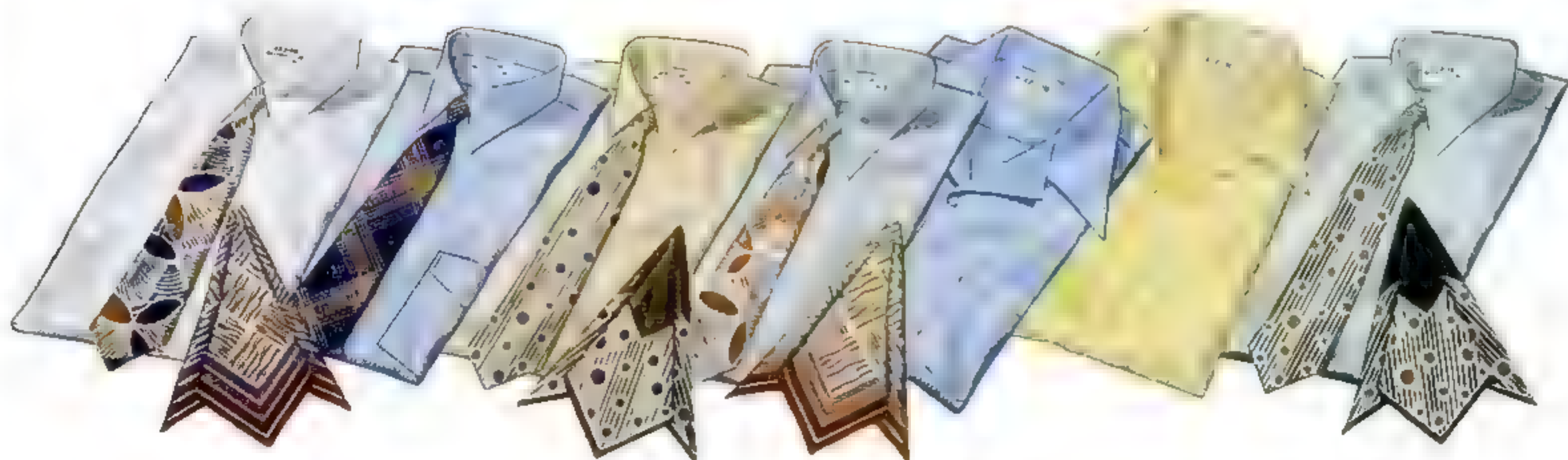


Arazephyr broadcloth shirts (regular or sports model) are *extra-cool* because of the thousands of tiny "windows" which let cool breezes in, *extra-handsome* because of the now-you-see-it-now-you-don't stripe which we cooked up for this notable occasion!

The regular shirts come in white, blue, gray, tan, and green. Sports shirts—shortsleeved for comfort—in blue, tan, yellow, green and white. ALL: \$3.50 each.

THESE SHIRTS all boast the famous Arrow Collar...front buttons anchored by our patented lock stitch...and the Sanforized trademark, meaning: *this fabric can't shrink more than 1%.*

THE TIES (\$1 & \$1.50 each) and the HANDKERCHIEFS (65¢ each) were *designed specifically* to harmonize and highlight the Arrow Arazephyr Shirts. Cluett, Peabody & Co., Inc.



Look for the ARROW TRADE-MARK

**ARROW**

"ARAZEPHYR" Shirts • Ties  
Handkerchiefs • Sports Shirts





# CLASS OF '48

**Its members are going into a world eager to give them jobs**

In these last few fleeting days before graduation the scene above repeats itself thousands of times. In every U.S. college little groups of seniors get together for bull sessions, like these seven seniors at Cornell. Although American educators may worry about the fact that college students seem more concerned with getting jobs than getting an education (Editorial, page 46), the talk in all these sessions is the same—about jobs and the immediate future.

For the class of '48, the prospect for jobs and future is very promising. The class is the biggest in U.S. history: more than 250,000 graduates. But there are more jobs for the graduates than ever before. Big industries, who could not hire bright young men during the long war years, are suddenly finding themselves short of junior executives. Technical concerns need lots of college-trained techni-

cians. As a result personnel representatives of all the biggest U.S. companies have been jamming college placement offices to fight over likely recruits. Bright students are flooded with offers. Even an average student can have his pick of three or four good jobs. In 1948, \$50 a week is a low starting salary.

So, like most seniors this year these students at Cornell University in Ithaca, N.Y. are not discussing what jobs they would like to have but which ones they will accept. Like their classmates most of them are in their middle 20s and have been kicked around by the Army or Navy. They make their decisions gravely. Some are after quick success, like Jim Ford (pp. 114, 115). A few are idealists, like Lindsey Grant (p. 116). But most, like Doug Foote (pp. 112, 113), are after good training, security and a solid chance to make their way.

CONTINUED ON NEXT PAGE





# CAREERIST

## Doug Foote takes job offering good future with big company

The bull session at the Chi Phi house at Cornell started after dinner one evening when Doug Foote (*spotlighted, above*) leaned against the bookcase and said that he had taken a job with the Armstrong Cork Co. of Lancaster, Pa. Everyone was glad the question was finally settled—Doug had had a hard time making up his mind.

Doug Foote is 26. He came to Cornell from Grosse Pointe, Mich. and normally would have graduated five years ago. Instead he quit college as a sophomore and spent five years as a medium-bomber pilot. Two years ago he got out of the Army with a D.F.C., a Purple Heart, an Air Medal with 11 oak-leaf clusters. For a while he considered taking a fabulous job as a \$900-a-month airline pilot in China. But college was very pleasant. Doug changed his curriculum from engineering to economics, joined a drinking club called Kappa Beta Phi (backward: Phi Beta Kappa) and avoided entangling romances. His golf score, in the low 80s, was somewhat higher than his scholastic average.

Feeling too old to waste time sampling different businesses, Doug, like many other U.S. seniors, wanted to work for a big company which had a good training program and offered a steady, lucrative future to someone who could be a good company man. Doug had offers of four jobs, including a tempting one from Procter & Gamble. He took Armstrong Cork, its training program (*opposite page*) and its \$275 to start.

Doug has been around enough to have few illusions, but he is not worldly. For most of his life he has done things with his own age group and under supervision of school, college or the Army. He is not sure how he will get along in the outside world. But big, good-natured Doug Foote ought to get on fine. He likes American business; American business appears to like him; and they both know they have a big stake in each other.



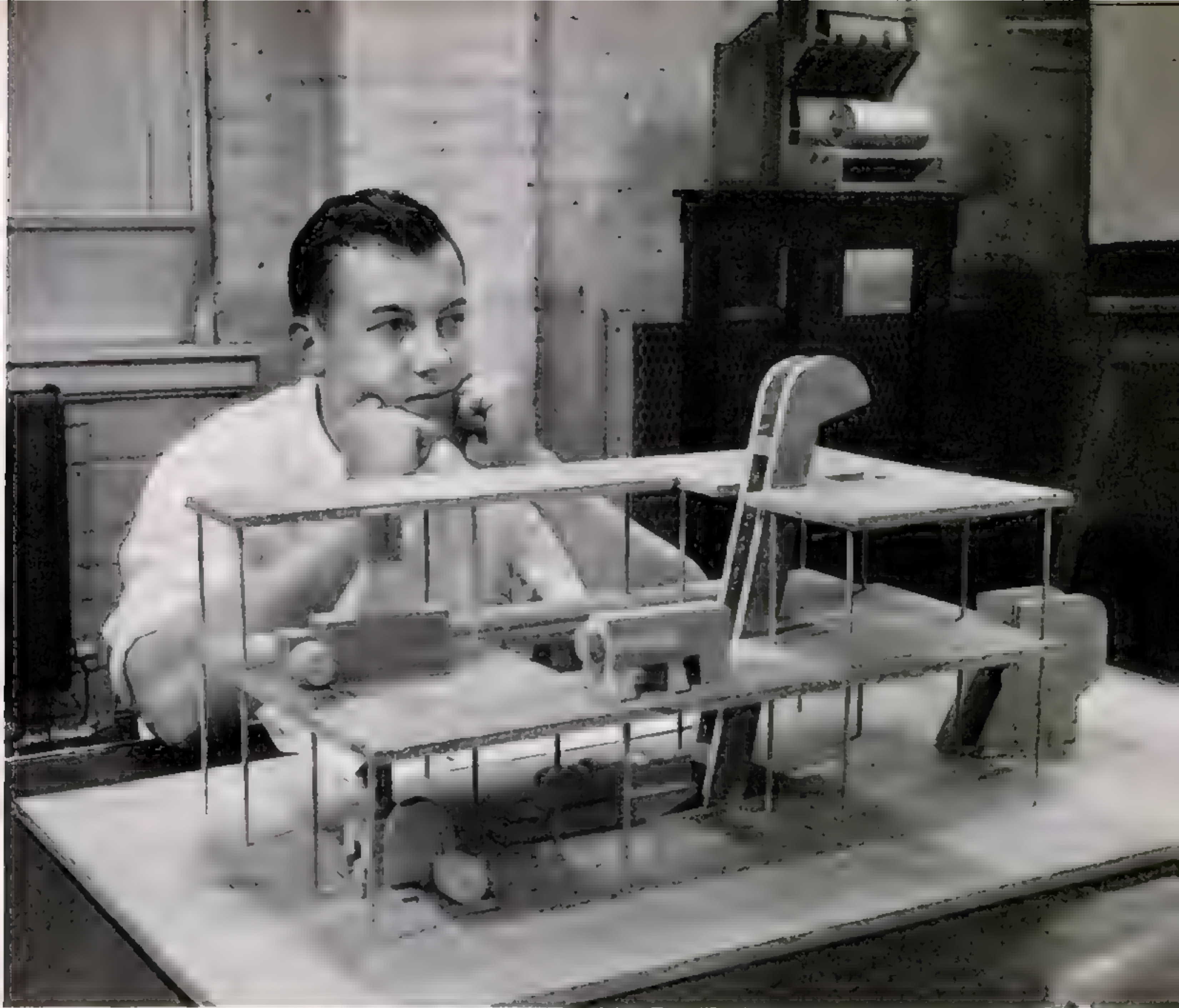
**CRAMMING FOR FINALS**, Doug Foote (*lower right*) scratches his head as he wades through an economics textbook in main reading room of Cornell's library.



**AT SENIOR PICNIC** on the shores of Lake Cayuga, Doug (*right center*) raises his fraternity beer stem to toast a friend. This year's picnic featured all the beer

a couple could drink for a dollar and was considered a partial flop when some of the beer was left over. Picnics are a favorite recreation at Cornell in the spring.





**DOUG FOOTE'S FUTURE** greets him at the Armstrong Cork plant. There in one of the company classrooms he studies this modernistic model of a pilot plant

where chemical compounds used in linoleum and plastic will be mixed. During his six months' training period Doug will live in a dormitory with other trainees.



**INTERVIEW** at Cornell with Wayne LaPoe (left) of Armstrong was Doug's first step in getting his job.



**SELLING** Armstrong products to industries will be Doug's job. Here he talks to Armstrong customer.



**PRESIDENT** of Armstrong Cork, H. W. Prentiss Jr. (right) shakes Doug's hand on visit to the plant.





# GO-GETTER

Jim Ford, whiz-bang seller of pots and pans, is heading for success under his own steam



**COOKING LESSON** is given by Jim Ford to the Wear-Ever salesmen who will comprise his crew this summer. In a rented kitchen Jim demonstrates lesson No.

1: How to bake a cake in a Wear-Ever saucepan. The salesmen will then cook cake for housewives they visit. Jim has never had a cake collapse on him yet.



Leaning against the other end of the bookcase (top of opposite page), Jim Ford of Franklin, Pa., Doug's ex-roommate, agreed that Doug had been wise to choose a training-program set-up but that kind of job was not for him. He had decided he could do a lot better on his own.

"It's a great world," says Jim, "but the only way you can sit on top is to climb up the hard way." Jim, who is Doug's age and in the top third

of his class scholastically, has been supporting himself for eight years—in a road gang, a fish cannery, a chair factory, a year and a half in the Coast Guard. Last summer, selling Wear-Ever cooking utensils from door to door, he made a good deal more than \$100 a week. He is enthusiastic about his wares. "I'm not selling pots and pans," he insists, "I'm selling a new way of cooking." ("Ah, they're still pots and pans," says

his roommate.) After graduation Jim will be a Wear-Ever field supervisor and is already teaching students who will work under him. He thinks he can triple last summer's weekly income. He is not worried about war, but worries that too many people won't work hard enough. This month he will get married to Doris Winter. He is very impressed with his fiancée. "You know," he says, "she's worked since she was 15."



**WITH FIANCEE** Doris Winter of Syracuse at senior picnic, Jim discusses wedding plans. He sold her a set of Wear-Ever last summer before they were engaged.



**IN NEW APARTMENT** where they will live, Jim and Doris decide on decorations. Apartments are hard to get in Binghamton, but Jim found one quickly.



**ON THE ROAD** Jim pulls his heavy Wear-Ever sample case out of the rumble seat of his old Model A Ford coupe. He will sell door-to-door this summer.



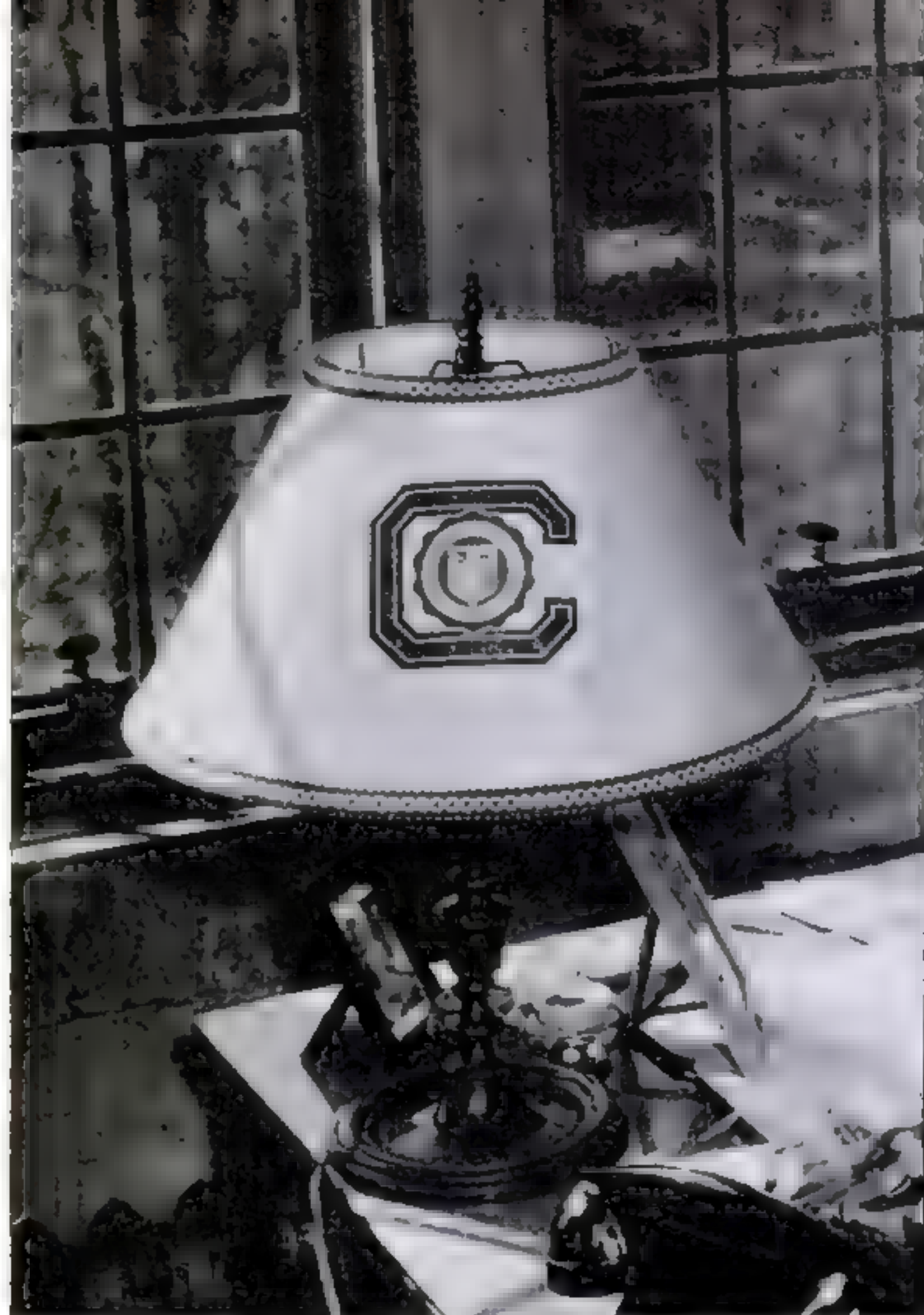
**RINGING DOORBELL**, Jim is greeted by a little girl. His approach with children and housewives is warm and friendly, which helps him get into the house.





## A SELF-DENYING IDEALIST

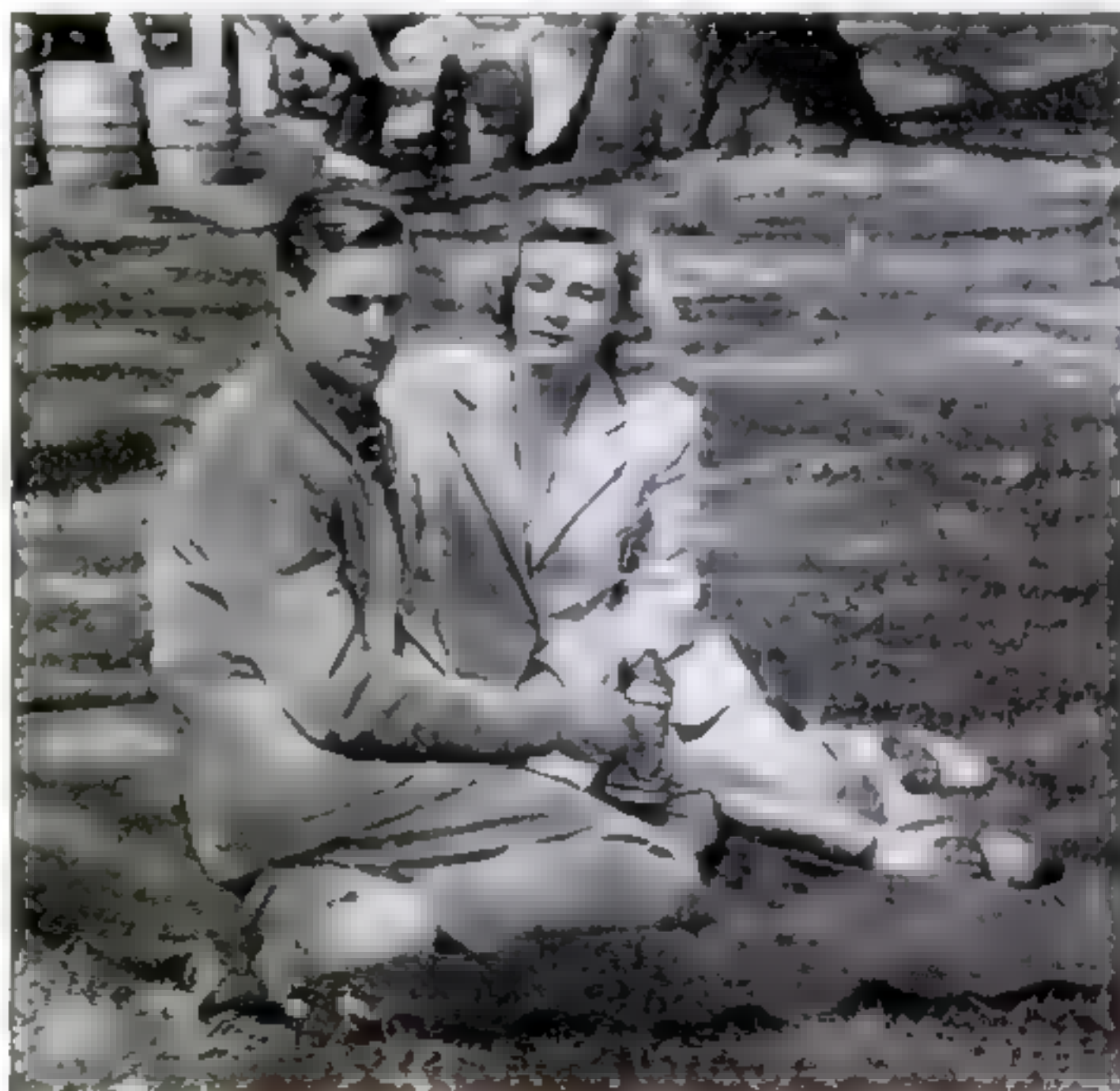
Lindsey Grant is not like most of the class of '48. He is much younger. In spite of two years in the Navy he will graduate at the age of 21. And he is not out to make his fortune. He wants to do something constructive about the world. A student of China and the Chinese language, he could have had his choice of \$3,000-a-year China-branch jobs with a number of banks. "But I found," he explains, "that the banks want to make money for Americans, not for the Chinese, so I said, 'No, thanks.'" He said "No, thanks" to some oil companies too and decided to take examinations for the State Department. If all goes well he will be in China next year. Lindsey comes from New York City, is a member of Phi Beta Kappa. His Cornell roommate, Sam Pierce, a law student who is president of the school's Law Association, is a Negro. They study hard but knock off once in a while to talk politics. Pierce is for Dewey, a campus favorite. Lindsey, an independent, does not approve of Truman, likes some of Wallace's ideas, but hopes to vote for Vandenberg as the best alternative.



## A GIRL CAMPUS LEADER WHO

For girls in the class of '48, jobs are far fewer and less attractive than for the boys. American business, which during the war was eager to hire smart women, now wants men. But Sylvia Kilbourne (*above*) could have had a good job if she had wanted. As president of the Women's Student Government Association, she has been giving the coeds the best government they have had in a long time. She lives in a special room with two telephones, has a part-time secretary to help her run W.S.G.A.

An earnest girl, Sylvia faces her future squarely. "Coed seniors talk







## PREFERS TO GET MARRIED

about big jobs and careers," she says, "But in the back of their minds they really think about marriage." Sylvia is getting married next year and is not interested in a job. Her fiancé, an ex-fighter pilot named Bill Hosie (*below, left*), of East Aurora, N. Y., will graduate next February and stay at Cornell to study physics for his master's degree. Sylvia will stay on too at graduate school to get her M.N.S.—Master of Nutritional Science. Now she is studying child feeding, and twice a week she takes 5-year-olds on picnics and teaches them to make sandwiches (*below*).



## A SOUGHT-AFTER ENGINEER

Bud Bartholow of Baltimore, Md. lives in the Phi Gamma Delta house, where he shares a room with Jim Ford (*pp. 114, 115*) and a set of Wear-Ever aluminum. He has been taking chemical engineering, the toughest course in Cornell. While the other students are having beer parties and picnics on the lake shore Bud has to stay in his room cramming or in the laboratory fussing with beakers and retorts. His hard work has paid off well this spring. He has been interviewed by more than 20 companies. Like all chemical engineers, Bud was faced with a difficult choice. He had to decide whether to go into sales work or production and presumably make a lot of money or whether to go into research work and some day make a name for himself. Bud chose production. Last week he took a job with the Riegel Paper Co. in Milford, N. J. For Bud the transition from college to a job will be easy. When he gets to Milford he will go right to work with familiar equipment. He will still have to spend long hours in a laboratory, but for doing this he will start at a salary of \$300 a month.





THE CORNELL CAMPUS LIES ON A HILL ABOVE ITHACA AND LAKE CAYUGA'S FAMOUS WATERS (OUT OF SIGHT AT RIGHT). DOWN THE SLOPE IS MEN'S DORMITORY

## LAST DAYS

As graduation nears, the seniors  
are wistful at leaving Cornell

Amid the talk of jobs and the bright future, the 1,350 seniors at Cornell suddenly found that they could count on their fingers the days left to them at college. And suddenly Cornell became a cherished place, full of rather sweet memories—the sailing on Lake Cayuga, the picnics in Stewart Park, the skunk on the slopes near the town of Ithaca, the walks down the deep ravines, the beery singing in the fraternity houses. The lovely campus seemed even more beautiful, the dances more fun than ever and even the hoary institution of the campus Apollo struck them as being completely hilarious. Once the seniors had looked forward to weekends and vacations as a welcome release from the campus. But now, like seniors anywhere and anytime, they almost wished they could stay a little longer.



AT BIG SPRING DANCE in Cornell's enormous 2-acre drill hall, thousands of Cornell students and their dates stayed up till 3 in the morning dancing to the

music of two orchestras. Against the curtains in background are huge imitation drums. Figure silhouetted on curtain is the shadow of a dummy clown (center).





**CAMPUS APOLLO** Harry ("Spider") Schaufert proudly sports the co-tune that won him the title. Next year Spider is going to graduate school at Cornell

and study business administration to be sure of getting a good job. "I know the power of the Almighty Dollar," he says, "and I know there's no use lucking it."





**IN THE FRENCH RESISTANCE** Malraux (*above left*) rose swiftly to the rank of lieutenant colonel. Units under his command distinguished themselves in the fighting in

the Vosges Mountains during the winter of 1944-45. Earlier they had played a big part in isolating Hitler's crack First Das Reich Division while the Allies landed in Normandy.





# De Gaulle's Idea Man

Explorer, novelist, soldier, former pro-Communist revolutionary, André Malraux now works with De Gaulle against French Communism

by CHARLES C. WERTENBAKER

THERE was once an old man who lived in the mountains with his young wife and an old black cat. The wife was like many wives and would go off alone on long walks in the mountains, but the cat was no ordinary cat. The cat could talk. The lonely man and the animal would have conversations together, the cat sitting on his shoulder. One day while the wife was out on her daily walk the cat whispered to the man, 'You think your wife goes walking alone, but I know it isn't so.' When the woman returned that night her husband killed her. Then he turned to the cat for comfort. But the cat regarded him coldly. 'I can talk,' said the cat, 'so also I can lie.' "

Some years ago André Malraux, who had recently become famous in Europe as the revolutionary author of the revolutionary novel, *Man's Fate*, used to tell this story to a young waif of Paris named Agnès Capri. Agnès Capri has since grown famous in Paris in her own right as a nightclub entertainer, but she still remembers some of the strange and wonderful stories Malraux told her. This particular story may be illustrative of Malraux's belief in the gullibility of man. Agnès Capri says that when she heard it, so convincing was the narration, she believed it to be true. Perhaps Malraux did also. Throughout his adventurous and paradoxical career he has combined a catlike amusement at the frailty of human beings with a passionate belief in the veracity of his own words and actions in their interest.

Malraux is now only 46, but he has several careers behind him. He has been a wanderer in exotic lands, a digger for lost treasure, an active revolutionary who collaborated with professionals sent out from Moscow to bring Communism to the Far East. He has written six novels, one of which (*Man's Fate*) ranks with the finest of his generation. He fought for the Spanish Republic, for the French Resistance, in the defeated French Army of 1940 and the victorious one of 1944-45. He has been four times wounded, twice a prisoner of the Germans, and once was forcibly detained by his own government for collecting a couple of tons of statuary the government thought belonged to France. All this may be only a preface to the careers that lie before Malraux. He is a philosopher of art whose theories have already begun to influence esthetic criticism. His literary stature in Europe is eminent and unique; he stands almost alone between the older French authors, whose greatness is linked with lost generations, and the postwar writers of less talent. Finally, Malraux looks forward with considerable confidence to

becoming the second most powerful man in France—if General de Gaulle becomes the first.

The general may achieve this position at any time. There have been several occasions during the last year of shifting crises when he probably could have overthrown the French government, if he had not been too good a Frenchman to weaken his country by so doing. De Gaulle is determined, if possible, to become head of the French state on his own terms and by democratic means. His chances have gone up and down with the political temperature of France and Europe, and even with the physical temperature.

His prospects appear to be less good now than they were after last October's municipal elections, when 6,000,000 Frenchmen, disgusted with a government that did not govern, voted for his movement. For six months now the middle-road premier, Robert Schuman, has governed with energy and decision and, since the Italian elections in April, France has not heard the loud knock of Communism at her back door. But so delicate is the political balance in France and so sensitive is France to political tremors throughout Europe that De Gaulle's hour may come with any fresh crisis. And Malraux, if not the planner, is at least the consultant architect for the new political structure De Gaulle hopes to build. For those who would like to inspect the structure in advance, Malraux is also an articulate guide.

In spite of his past accomplishments and future intentions, André Malraux is not very well known in the U.S., where he is sometimes confused with the biographer of Shelley, André Maurois. Malraux once came here to lecture, to raise money for the Spanish Loyalists, but since he could speak no English he did not reach a large audience.

The literary-political man is a type more European than American, although there have been examples of him in the U.S., notably Playwright Robert Sherwood and Poet Archibald MacLeish. But whereas these men took time out from literary activity to help President Roosevelt with a bit of advice or a turn of phrase, Malraux has been for 25 years an active political worker. His novels have been a record of his political adventures and conflicts. In this he resembles the Italian Ignazio Silone and the Hungarian Arthur Koestler. The three of them, Malraux, Silone and Koestler, are probably the leading literary examples of that new man of our time, the intellectual who has been a Communist, crypto-Communist or fellow traveler and is now seeking political shelter from the Far Left. Malraux, having

CONTINUED ON NEXT PAGE



WHILE DE GAULLE SPEAKS André Malraux (in white scarf) at first listens intently, then eyes crowd and later ponders a difficult point. Malraux is the general's chief adviser

on public relations and writes most of the vehemently delivered speeches in which the wartime leader of Free France argues for reconstruction of the French political system.





## Want a BIG LIFT? Try a Giant!

Downright delicious chocolate-'n-peanut bar!



Just wait 'til you bite into that sweet, mellow chocolate (it goes all the way through) and taste those crisp peanuts! There's quick energy for you — lots of it — and real candy enjoyment. . . . The Giant Bar's army of fans is growing. Join up and try one today. . . . Look for that bright yellow and brown wrapper at candy counters, in vending machines, and at theatres.

Geo. Ziegler Co., Milwaukee, Wisconsin



### Three Of A Kind FOR FATHER'S DAY



A handsome threesome to thrill Dad on his day. Select them in matching leathers to make a single, grand gift from the entire family!

**A-WALLET**—Slim, sleek and superbly crafted in rich, top grain California Saddle Leather. About \$7.50\*. Other styles and leathers.

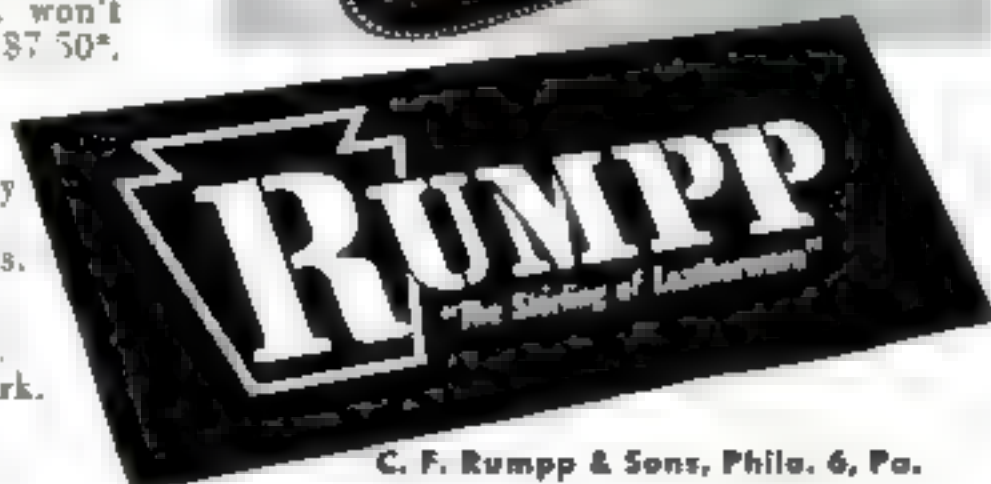
**B-LETTER CASE**—Compact pocket secretary. Large capacity . . . won't bulge tailored lines. About \$7.50\*. Also others.

**C-KEY CASE**—Sturdy for long, hard use. Removable key hooks, identification case. About \$3.50. Choice of leathers.

Ask for other Rumpff products in leading stores. Look for the Rumpff trademark.

\*Plus Federal Tax

98 YEARS OF LEADERSHIP



**MALRAUX WALKED AWAY** from the crash of a plane on which he was a gunner in Spanish civil war. He organized the Loyalists' international air units.

### MALRAUX CONTINUED

discovered his shelter in the lee of a tall man, Charles de Gaulle, finds it spacious and safe enough to contain all his fellow Frenchmen.

Malraux met De Gaulle in April 1945, when the ex-revolutionary had already grown fearful that Communism would engulf the thing he had come to cherish most, Western European culture. A spark flew between the two. "He is one of the men for whom I have the greatest admiration," Malraux told a friend, "and it isn't in my nature to admire people." When Malraux got out of the army, De Gaulle took him into his government as cultural attaché, then made him minister of information. So little was known of Malraux's politics then that several Paris papers listed his party affiliation as Communist. Since De Gaulle organized his own party (Rally of the French People, or R.P.F.) in April 1947 to remake the French state and put himself at the head of it, Malraux has been his closest confidant.

When De Gaulle goes off to his country hideaway at Colom-bey-les-deux-Eglises to rest and talk and plan, Malraux usually goes with him. The general will sprawl his great length in a chair, smoking a cigaret, and throw ideas at Malraux, who will pace restlessly up and down the room, agreeing or disagreeing, embellishing his thoughts until the general interrupts with a new remark. Malraux is the only one of De Gaulle's disciples who will disagree with him and argue about it. He is a smallish, wiry, nervous man and he cannot keep still when he talks. He either walks or gesticulates and usually does both. He has small hands and long beautiful fingers, which he often brings together to close a point. He makes his points in one-two-three fashion, beginning with "in the first place" and putting up a verbal signpost at each turn of his argument. But this does not make him easy to follow, because he is liable to go for a long stroll through the intellectual woods before he gets to the second place. Furthermore, he talks as rapidly as his mind can formulate the words, without bothering always to form them with his lips, and since he speaks with his mouth almost closed, it requires a good deal of training to understand him. He punctuates his sentences with frequent sniffs, and occasionally he pulls out his handkerchief and blows a dry blast on his nose. His thick, dark brown hair sometimes falls over his eyes while he is talking, and then he will brush it back with an irritated gesture. When not interrupted he is capable of talking for many hours. Words seem to act on him as a stimulating drug; his dark gray eyes grow round and glow, as if he would pop them at his listener.

### The charges against Malraux

**I**F you sit long enough at a Left Bank cafe you can hear almost anything bad about Malraux: that he is a drug-taker, a libertine, a political charlatan. The first charge, which takes no account of his invariable lucidity, is probably based on his nervous habits—the fluttering hands, the protruding eyes, the sniff that twitches his face. The second could be derived from a reading of his books, which contain long discussions of lust for lust's sake and erotic passages that make Boccaccio read like Mother Goose. The third charge was inevitable, since in these times the man who changes his political colors is seldom given credit for intellectual honesty.





**MALRAUX SLEEPS** after the crash landing of his plane (opposite). Members of the crew took this picture, autographed the back and presented it to him.

And Malraux's motives have been more complex than those of many other disenchanted Communists and near-Communists. Malraux himself still insists that he is a man of the Left. "It is not I who have evolved, but events," he says, and there is much truth in this statement.

Neither his intellect nor his creative genius could have been predicted from his childhood. He was born in Montmartre on Nov. 3, 1901, of bourgeois parents who were separated when Georges André Malraux was not yet 4 years old. He grew up in the house of his maternal grandmother, cared for devotedly by his mother and grandmother. But he missed his nervous, imaginative father, who held a job in the civil service and came to see the boy once a week on his day off. André had an indifferent record at school but went on to the Lycée Condorcet and then to the School of Oriental Languages. There he studied Sanskrit because, he said later, "It's the easiest thing to learn; the pupils don't understand it and the teachers don't either." But the East was already exercising a seductive influence on him, and the conjunction of this and a somewhat similar attraction exercised by a woman named Clara Goldschmidt was soon to start him on his first adventure.

He met Clara Goldschmidt at the publishing house of Kra, where he had found a job in the bookstore. Clara was a strong-minded woman, four years older than Malraux; she was attracted by his good looks and intelligence but worried by his anxiety and his restlessness. Attraction prevailed. Clara married him, and with her money financed an expedition to Indo-China.

Malraux had been reading up on the Khmer country, a wild jungle land in Indo-China. His reading had convinced him that there were ruined temples in this region, and reason told him that these temples would be decorated with statuettes and bas-reliefs. These treasures he determined to get. But profit was only a secondary motive. In *The Royal Way*, a not entirely fictitious account of his expedition, he wrote of the hero's desire for adventure:

"The sense of death's austere dominion pervaded all his being, persistent as the throb of blood across his temples, imperious as sexual desire. . . . Whence, indeed, if not from death, came his fierce desire, heady with odors of death-ridden flesh, for all that is immortal? So, like a blind man wildly lashing out, he strove to fight death down—and make a sport of it."

Malraux and Clara stayed more than a year in the jungle, with a caravan of buffalo carts to carry their gear and untrustworthy natives as guides. The country was infested with spiders, centipedes, mosquitoes, ants, leeches and lice; malaria and dysentery were accepted diseases. André suffered more than his strong wife, but he stuck it out until he found what he was seeking. He loaded his heavy trophies on the buffalo carts and got them out of the jungle. But when he tried to take them out of French Indo-China he was "detained for investigation" at Angkor.

Malraux's commission from the government to search for archaeological specimens was, apparently, ambiguous. Malraux interpreted it to mean that what he found was his own property. The government thought differently. He was tried, convicted and sentenced to three years' imprisonment. Clara took a boat back to France to fight for his freedom. With the help of literary friends, who testified that surely he had never intended to keep the treasures for himself, she got the verdict of guilty reversed to innocent by a court of appeal. Malraux returned to France in 1925.

CONTINUED ON NEXT PAGE

# Buy FLINT KNIVES

**BECAUSE**  
**made from**



**2 HI-ARC HOLLOW GROUND**



**ELECTRIC FORGED-TREATED 3**



**4 CORRECT BALANCE**

**ANCHOR-FAST RIVETS 5**



**6 ROSEWOOD HANDLES**

**POLISHED CHROME FINISH 7**



**FOR SHARPNESS AND TOUGHNESS**  
**GET FLINT  KNIVES**

Dull knives make kitchen tasks hard; make men mad; spoil looks of food.

Get steel that is sharp. Get steel that stays sharp.

That's what you get in Flint Knives. Because this steel is certified surgical quality steel.

The steel is a genuine chrome-carbon-vanadium alloy so hard and tough it is used to cut steel.

Then hollow-ground

like a barber's razor to cut better and sharpen easier.

And polished bright as a mirror, to keep looking new.

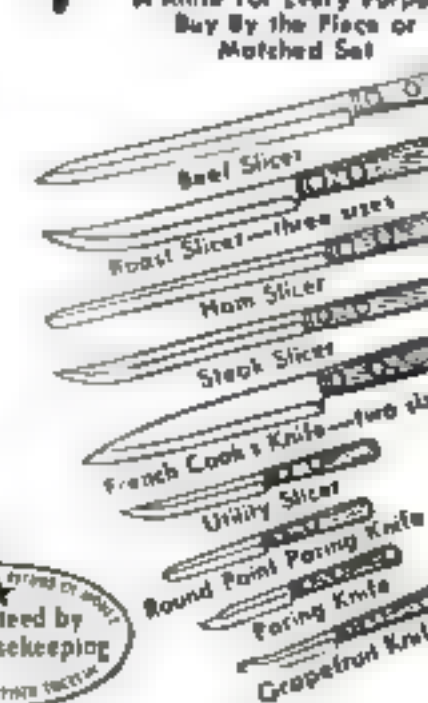
For sharpness and toughness—be sure to buy a Flint Knife.

Thanks to mass precision production, Flint Knives are priced right.

Get Flint Knives at any hardware or department store. You'll really be glad you did!

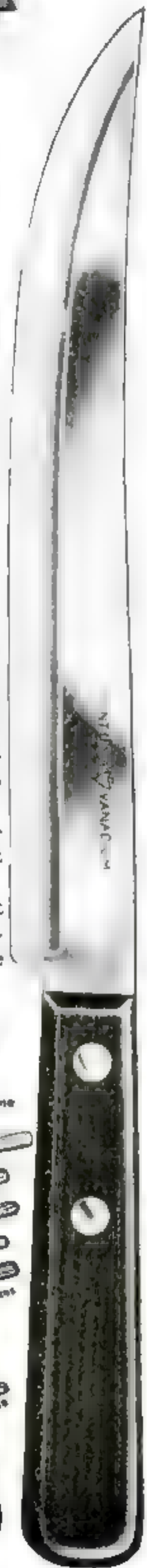


**9 Styles**  
A Knife for Every Purpose  
Buy by the Piece or Matched Set



**FLINT  KNIVES**

PRECISION MADE BY EKCO 





# CAN YOUR SCALP PASS THE FINGER-NAIL TEST?



**TRY IT!** Scratch your head. If you find signs of dryness, loose ugly dandruff, you need Wildroot Cream-Oil hair tonic. Grooms hair...relieves dryness...removes loose dandruff! Contains soothing Lanolin, an oil resembling the natural oil of your skin.

# YOUR HAIR CAN LOOK LIKE THIS WITH NEW WILDROOT CREAM-OIL



**A LITTLE WILDROOT CREAM-OIL** does a lot for your hair. Keeps your hair well groomed all day long. Leaves no trace of that greasy, plastered down look. Makes your hair look and feel good.

# NON-ALCOHOLIC CONTAINS LANOLIN!

**AGAIN AND AGAIN** the choice of men who put good grooming first—that's Wildroot Cream-Oil. No wonder when new users from coast to coast were questioned, 4 out of 5 who replied said they preferred it to any other hair tonic they had used before. Ask for it at your barber or drug counter.

**IMPORTANT:** Smart women use Wildroot Cream-Oil for quick grooming and for relieving dryness. Also excellent for training children's hair.



**TUNE IN . . . "The Adventures of Sam Spade" Sunday evenings, CBS Network.**

He was still only 24 and his appetite for adventure was barely whetted.

In Indo-China, Malraux had found a cause that promised to give dignity to the life of adventure. This was the struggle of Asia against European domination. After a few weeks in France he went back to Indo-China, the sturdy Clara still at his side, and in Saigon founded a pro-native paper called *L'Indochine*. But the core of the whirlwind then rising in Asia was at Canton, where the heirs of Sun Yat-sen, advised by agents of the Communist International, were to expand a revolt against British imperialism into a national liberation movement. Malraux joined the Kuomintang, became a member of the Revolutionary Committee of Twelve, worked in close collaboration with the Russian agent, Borodin, and the new Nationalist leader, Chiang Kai-shek. His department was propaganda.



CLARA GOLDSCHMIDT

But Malraux was no desk propagandist. A composite picture of him comes out of his books on China: a gaunt man, often sick, with hollows beneath his eyes, deep lines beside his mouth, a face that twitched with nervousness. He dickered for arms with shady agents, crept through the streets on violent missions wearing a dark sweater and trousers and walking catlike in rope-soled shoes. He led the life and spoke the words of the professional revolutionary. He was subject to spells of fever, fits of depression, moments of deep and sometimes bitter self-examination. But except for one trip back to France, caused by illness, he stayed with the revolution from 1925 until 1927. Then he spectacularly broke with Chiang Kai-shek and left China for good. He was disillusioned, not by the revolution but by what he considered Chiang's betrayal of it.

Malraux says he never joined the Communist party. If the internal evidence of his books is to be believed, he had little sympathy for its ideology but was lured by excitement and the urge to throw himself into what then seemed to him a struggle for mankind. There is a passage in *Man's Fate* in which one man's sacrifice for another, and for mankind, rises to the sublimest heights. But in another passage Malraux appears to reduce the quest for adventure to a quest for power. Speaking of Pierre Garine in *The Conquerors*, he writes, "Systems were nothing to him. He was ready to adopt any that circumstances might impose on him. It was an atmosphere more than anything else, and the hopes that a general upheaval held out, that attracted him. . . . Of desiring any course of triumphant action, or of preparing for it, or of bringing his life into line with it, he was totally incapable. Neither in mind nor in character was he fitted for any such thing. Yet, like a disease, persistent, tenacious, he felt within him a craving for power."

Back from the East stuffed with melodramatic experiences, Malraux settled down in Paris to become a writer, supporting himself by working as art director for the publishing house N.R.F. (*Nouvelle Revue Française*). Before going to Asia he had written a thin volume of prose poems, *Paper Moons*, which critics had praised. In 1928 he published *The Conquerors*, a story of the Canton insurrection; in 1930 *The Royal Way*, a tale based on the trip through the Khmer country; in 1933 *Man's Fate*, which deals with the Shanghai insurrection of 1927. Although he has since written three more novels, *Days of Wrath* (about a Central European anti-fascist), *Man's Hope* (about the Spanish civil war) and *La Lutte avec l'Ange* ("Struggle with the Angel," about World War II and not yet translated), it is on *Man's Fate* that Malraux's literary reputation securely rests. It is the most integrated and most deeply felt of all his novels, and probably the greatest novel of revolution the 20th Century has yet produced. It won him the Goncourt Prize, which in France carries considerably more prestige than the Pulitzer Prize in the U.S., and made Malraux the literary idol of the Left wherever it was translated. When he heard he had won the prize Malraux declared jubilantly, "When I'm 50 I'll win the Nobel Prize." He may well do so.

## Spokesman for the Left

**MALRAUX** was characteristically quick in taking up the responsibilities of a left-wing spokesman. In 1933 he was widely quoted as saying, "If a war were to break out, we must know that we have only one country, the Soviet Union." The next year he trotted off to Moscow to a writers' congress and later reported that he was attracted by the possibility of a "heroic life" which Russia offered to many human beings. Yet Malraux was independent and

## IN HOT WEATHER

### —get faster, closer electric shaves with new preparation

● Even on sticky, perspiry days, you can enjoy top performance from your electric shaver with amazing new Lectric Shave. Just spread a few drops on your face before shaving.

"Makes shaving much faster and closer"

J. B. WINES  
Elko, Nevada



Lectric Shave smooths down skin, gets rid of shaver-clogging perspiration... saves time. You'll get the fastest, coolest shave you've ever known.



"I get a cooler, more comfortable shave"  
FOSTER ENSMINGER, JR.  
Newark, N. J.

Lectric Shaver conditions your face and beard to help you get a smoother, closer, longer-lasting shave. It's good for your shaver's cutting head, too.

**FREE SAMPLE**—Use Lectric Shave with any make of electric shaver. At dealers everywhere—or send your name and address to The J. B. Williams Company, Dept. LE-10, Glastonbury, Conn., U.S.A. for a generous free bottle. (Offer good in U.S.A. and Canada only.)

**Lectric Shave**  
Makes electric shaving easier

SAY  
"Bodygards"  
BROTHER

AND YOU'VE SAID EVERYTHING

DESIGNED FOR ACTION  
SITTING CAPACITY  
SUPPORT WHERE IT COUNTS

Wear "Bodygards" the famous "wunderwear" with all the looked-for features—plus patented 3-Point Suspension Front for mild bracing support where it's vitally needed.

At Leading Retailers



UTICA KNITTING CO., Utica, N. Y., and  
Aniston, Ala., Knitters of Bodygards, Briefs, Midlengths, with matching Athletic Shorts... Men's, Boys' and Children's Underwear... Men's Sweater Coats... Sweatshirts... T-Shirts... Children's Sleepers.





Whether your car is **BIG...SMALL...or MIDDLE-SIZED**



**Use Less Oil...Use Less Gasoline...Get More Power**

More and more motorists are discovering that they use *less oil*, use *less gasoline* and get *more power* by using Premium Sinclair Opaline Motor Oil regularly. There's a very simple reason for this:—

You use less *OIL* because Sinclair Opaline provides better piston seal. Special additives assure this result.

For the same reason—better piston seal—you also use

less *GASOLINE* when you use Premium Sinclair Opaline Motor Oil regularly. And you get *MORE POWER*, smoother power, thanks to increased engine efficiency.

So whether your car is big or small, old or new, stop at the Sinclair H-C Gasoline sign and ask your Sinclair Dealer for Premium Sinclair Opaline Motor Oil.

**PREMIUM  
SINCLAIR OPALINE MOTOR OIL**

*Keeps your motor clean as a whistle*

Sinclair Refining Company





## Never neglect a finger jab



The tiniest injury can become infected. Never take a chance!

Cleanse the injury properly. Then put on BAND-AID,\* the adhesive bandage whose quality you can trust.

It comes to you sterile. Keeps out dirt. Helps prevent infection, avoid irritation.

**Caution:** Remember, not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID. And only BAND-AID brings you Johnson & Johnson dependability.

\*BAND-AID is the Reg. Trade-mark of Johnson & Johnson for its adhesive bandage.

More doctors recommend  
BAND-AID than all other  
adhesive bandages combined.



IN PERSIA Malraux surveys ruins of an 11th Century cemetery. He has made other archaeological expeditions to the interior of Indo-China and Afghanistan.

### MALRAUX CONTINUED

courageous enough to argue Trotsky's right of asylum in France. Trotsky repaid him by trying to educate him out of his "romanticism" and the two engaged in a literary feud that raged in the *Nouvelle Revue* for months.

But neither his literary nor his political activities—least of all his job—could keep Malraux from adventure for long. In 1934 he made a hazardous flight with one companion to the edge of the Rub al Khali desert in the Arabian peninsula near the Red Sea. While the plane circled at a low altitude Malraux took pictures of a dead town which he believes to be the lost city-kingdom of the Queen of Sheba. Two years later, when the civil war broke out in Spain, he organized an air force of foreign volunteers for the Loyalists, flew as machine gunner on many dangerous missions (he cannot fly himself), and was wounded twice. Afterward came his novel, *Man's Hope*, about his experiences in Spain. *Man's Hope* exhibited a Malraux who was growing critical of the dogmatism of his Marxist comrades, although held to them by the common cause of antifascism.

It was the German-Russian nonaggression pact of 1939 that finally caused Malraux, with many other left-wing intellectuals, to lose faith in the Soviet Union. For two decades, up to the signing of the pact, a growing number of bright young social idealists, worshipping John Reed as a prophet, had followed the star of the Soviet Union. For most of them the pact put out the star and, whatever other guides they may have turned to follow, they became Communism's implacable foes. Now in their middle years, they—the Malrauxs, the Koestlers, the Silones—wield an ever more powerful influence. "Maybe Russia was right to sign that pact from the point of view of her own interests," Malraux says now, straining hard to give the devil his due, "but it was a betrayal of the French proletariat." This statement reveals his increasing absorption with Western values since his return from the Far East and is a far cry from *Man's Fate's* hero's dream of "the U.S.S.R. increased to 600,000,000 men."

### Malraux becomes "Colonel Berger"

MALRAUX entered World War II with his customary bravery and flair for the spectacular. He tried to get a commission in the army but was rejected as unfit for military service. With pull he managed to enlist as a second-class private in the tank corps. He was wounded in combat and on June 16, 1940 was taken prisoner and interned in a camp near Sens. If the Germans had suspected his identity he would undoubtedly have spent the rest of the war in a concentration camp, but his real first name is Georges and he was so named on his papers. He was put to work on a nearby farm. This enabled him to get in touch with a younger half-brother, Roland, who met him one night in a patch of woods near the farm with civilian clothes and a pair of shoes. The shoes fitted Roland, who was barely 18, and were far too small for André; nevertheless they



Edwards

Edwards

Edwards shoes are nationally famous for outstanding fit and quality.

Since 1900, they've set the standard for foot comfort... foot health.

Edwards

Edwards

Remember, too, they're available in two extra children's sizes.

Edwards, 314-22 North 12th St., Phila 7, Pa.



● Have you been waiting for a hearing aid that gives you the extras you require? Extra power, for example, or extra-wide tonal range, extra wearing convenience, extra economy?

Whatever your needs, you'll want to see Western Electric's wonderful new all-in-one hearing aids, Model 65 and Super 66. Each was designed by Bell Telephone Laboratories... Each incorporates special features found only in Western Electric instruments.

Ask for a free demonstration at your Western Electric Hearing Aid dealer's (address in Classified Telephone Directory).

**FREE! MAIL THIS COUPON NOW**

WESTERN ELECTRIC, Dept. 380-L6  
195 Broadway, New York 7, N.Y.

Send me free booklet about two new all-in-one Western Electric Hearing Aids plus "Modern Science and Your Hearing."

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Distributed in U. S. A. by Graybar Electric Co.; in Canada by Northern Electric Co. Ltd.; in other countries by Western Corp.

CONTINUED ON PAGE 128





Modess .... *because*



*The only door that isn't waste—  
Look how handily food is placed  
That's first of many features more  
YOU HAVE IN...*



# CROSLEY

## Shelvador\*

### NEW 5WAY REFRIGERATOR

#### FREEZIN-COLD COMPARTMENT

##### For Frozen Storage

Near zero-cold keeps more than 50 pounds of frozen foods safely up to 3 months. Quick-freezes ice cream, pounds of ice. Transparent door.



#### NORM-COLD COMPARTMENT

##### With Meat-Holder

Perfect temperature for all perishables requiring normal refrigeration; ideal for fruit, beverages, packaged dairy products.



#### MOIST-COLD COMPARTMENT

##### Food Conditioner Section

Keeps vegetables, pastries and other Delicate foods fresh... prevents drying-out of left-overs. Convenient crisper for leafy greens. Transparent doors.



#### EVER-DRY STORABIN

##### Extra Dry-Storage

Keeps cereals, crackers and other moisture-absorbing foods dry... sugar and salt free-flowing. Provides 1 1/2 cu. ft. handy storage.



ONLY  
CROSLEY  
HAS THE

Time-and-  
Work-Saver



You have twice as much front-row food at your fingertips every time you open the Crosley Shelvador\*! And in addition to that extra convenience, which women everywhere prefer, this classically beautiful Shelvador\* gives you the complete, 5-Way refrigerator!

It's impossible here to tell you of all the other improvements that make the new Crosley

Shelvador\* the choice of smart women everywhere. You must actually see features like large, full-visibility food compartments and easy-to-release ice tray equipment to appreciate how much they mean.

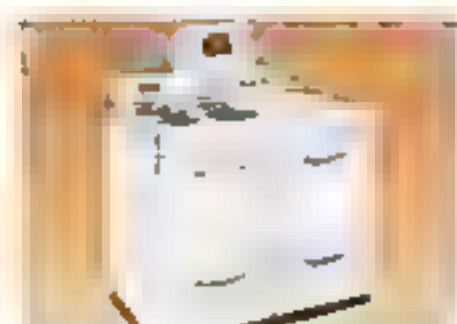
See Classified Telephone Directory for address of your nearby Crosley Dealer.

# CROSLEY

DIVISION — ALCO MANUFACTURING CORPORATION • CINCINNATI 25, OHIO • ©1948



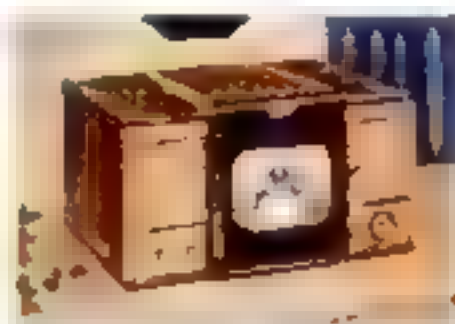
**CROSLEY FROSTMASTER**—Compact frozen food cabinet; over 100-pound capacity. Thrifty to own, to operate.



**CROSLEY HI-BROILER RANGES**—Gas and electric models... with the BASIC 4 features for better, easier cooking.



**CROSLEY AM-FM TABLE RADIOS**—Smart styling, advanced engineering; for fine reception anywhere in your home.



**CROSLEY TABLE MODEL TELEVISION**—You're really there with a smart new Crosley table model television set.



**CROSLEY PORTABLE**—Take a tune wherever you go. Handsome alligator-brown leatherette case; AC, DC, or battery.



**CROSLEY PM-AM RADIO-PHONO**—New beauties in radio and records. Rich mahogany Cabinet by Carrollton.

\*TRADE MARK REG U S PAT OFF.



carried him 10 kilometers to a railway station, where he caught a train to freedom. He made his way to the south of France and began work as a Resistance organizer. This dark, dangerous period served to accelerate the change in his political outlook.

Throughout the years of Vichy rule and German occupation, Malraux worked with the underground, sabotaging rolling stock, dynamiting rails and bridges, collecting arms dropped by parachute from British planes. "Colonel Berger," the pseudonym he eventually took, became a famous name in the Resistance. In July 1944, while he was driving with another Allied officer carrying important papers, their car was ambushed by German troops. The chauffeur was killed, Malraux wounded. To enable the other officer to escape, Malraux coolly stepped out of the car and was taken prisoner again. He was turned over to the Gestapo and sent to Toulouse prison but was liberated by the French Forces of the Interior a few weeks later. From then until the war's end he fought in the regular French army.

The war had brought sorrow, as well as adventure, into Malraux's life. His two half-brothers, Roland and Claude, both were killed by the Germans. Before the war he had left his wife Clara and fallen in love with a beautiful young woman he had met at the N.R.F., Josette Clotis. She died in a train accident during the Liberation. Perhaps these losses deepened Malraux's already deep sense of tragedy. By the winter of 1945 he was as gaunt and as hollow-eyed as he must have been in those early years in China; his hunched shoulders seemed to curve around a hollow chest. His fear of Communism was intense, and its depth was exposed by his frequent use of the adjective "Asiatic," but it was perhaps given an additional urgency by his knowledge of French Communist strength, as displayed in the Resistance. He had seen De Gaulle only once, at a formal presentation of arms, but his mind was already turning on the question of whether De Gaulle might save France from Communism. Three months later he answered that question to his own satisfaction, and the two men have been together ever since.

That the Catholic-raised, army-trained De Gaulle and the ex-leftist Malraux agree on most political essentials is not as surprising as it might at first appear. Both are familiar with authoritarian precepts. Both see Communism as the greatest menace in France, in Europe, in the world. Both would go to almost any extreme to halt it.

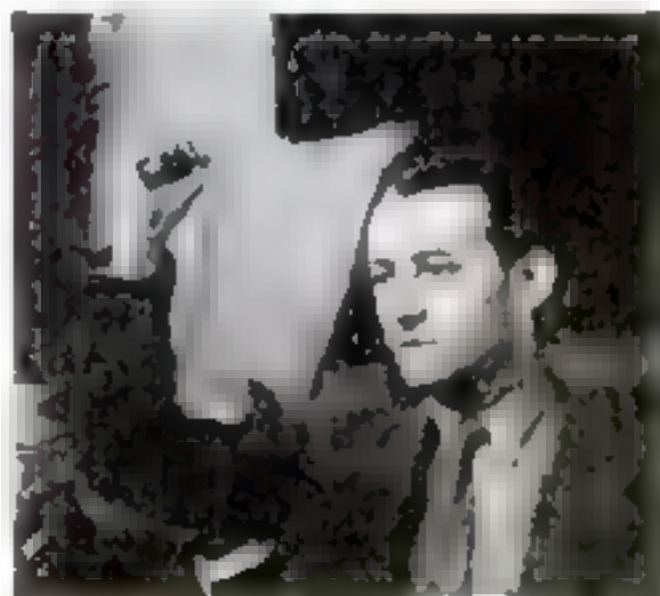
The political philosophy of Gaullism, according to Malraux, rests on the assumption that democracy cannot function in the presence of a powerful Communist party. "Where is democracy? Only in countries where there is no powerful Communist party." He believes that the only way to treat the Communists is to make them behave—by force, if necessary. "We should not outlaw the Communist party, provided it becomes a national party, subscribing clearly and honestly its quota of beliefs to the mass of ideologies from which the French people could freely pick and choose." And if not? "That would be too bad for them."

If there are question marks about De Gaulle's policy—and Malraux admits that is one of the reproaches most frequently made by the general's critics—they are question marks deliberately maintained by De Gaulle himself. "We have no faith in program but only in objectives," is a favorite phrase of the general's which Malraux likes to repeat. Any American politician would understand De Gaulle's purposeful obscurity.

### The De Gaulle program for France

ON some points, however, De Gaulle has made clear his intentions. He wants to revise the constitution of the Fourth Republic in order to vest greater power in the executive. Cabinet ministers, in his view, should be responsible to the executive, as they are in the U.S., and not to Parliament or to political parties. He, as chief executive, would be responsible to the people; but he would be elected for a term, and could not be removed from office during that term. This system, he thinks, would give France the governmental stability and effectiveness she has lacked, without destroying the democratic privilege of popular sovereignty.

Under Gaullism, France's traditional parliamentary democracy would be modified into something more nearly resembling the cor-



COMMUNIST SALUTE was given by Malraux at rally for Loyalist Spain.

## Who said—"A dog wouldn't be happy without fleas?"

It's no laughing matter for your dog. When warm weather comes, the fleas go to work on him, and he's apt to be miserable unless you give him the care he deserves.

Sergeant's SKIP-FLEA Soap and Powder are the ONE-TWO answers to the problem. A bath with SKIP-FLEA Soap kills fleas fast. In between baths, a dusting with SKIP-FLEA Powder takes care of unwelcome new arrivals. Completely safe for dogs, this combination gets results every time.

Some scratching may not be caused by fleas. An itching, burning skin condition, sometimes called "summer eczema," can also cause your dog discomfort. You can help him with Sergeant's SKIN BALM, a new, clinically tested remedy for such irritations. For ticks, Sergeant's TICK KILLER destroys even the large, swollen kind.



Thorough research and testing by Sergeant's consulting veterinarians have developed Sergeant's full line of 18 Dog Care Products. Their reliability and effectiveness have made Sergeant's a trusted name with dog owners for over 73 years.

• Your dog depends on you. His health and training are in your hands. You'll find a lot of valuable information on dog care in Sergeant's new FREE Dog Book. Ask for your copy at your drug or pet store, or write Sergeant's, Richmond 20, Va.



## Sergeant's DOG CARE PRODUCTS



coming...

the *NEW*  
**KELTON**  
Watch

precision made  
handsomely designed  
worth waiting for

**US TIME CORPORATION**

Better Time for Less Money

## COMPARE

THIS \$3.50

# VENUS

## Hooded Pen

with any other pen  
at any price!

*Quick Dry!*

**NO BLOTTER NEEDED**  
Uses quick-drying ink (writes dry) or regular ink. Exclusively designed.

*Instant Starting!*

Patented ink control under hood, keeps the 14 Karat gold point moist—for instant touch and flow!

only

**\$3.50**  
No Tax

EXCLUSIVE  
DESIGN

PATENTED  
INK  
CONTROL

Every pen Pre-tested and Guaranteed by American Pencil Company makers of famous Venus Pencils.



A.M. flavor to  
sing about

—WITH AN EXTRA!



**EXTRA:**

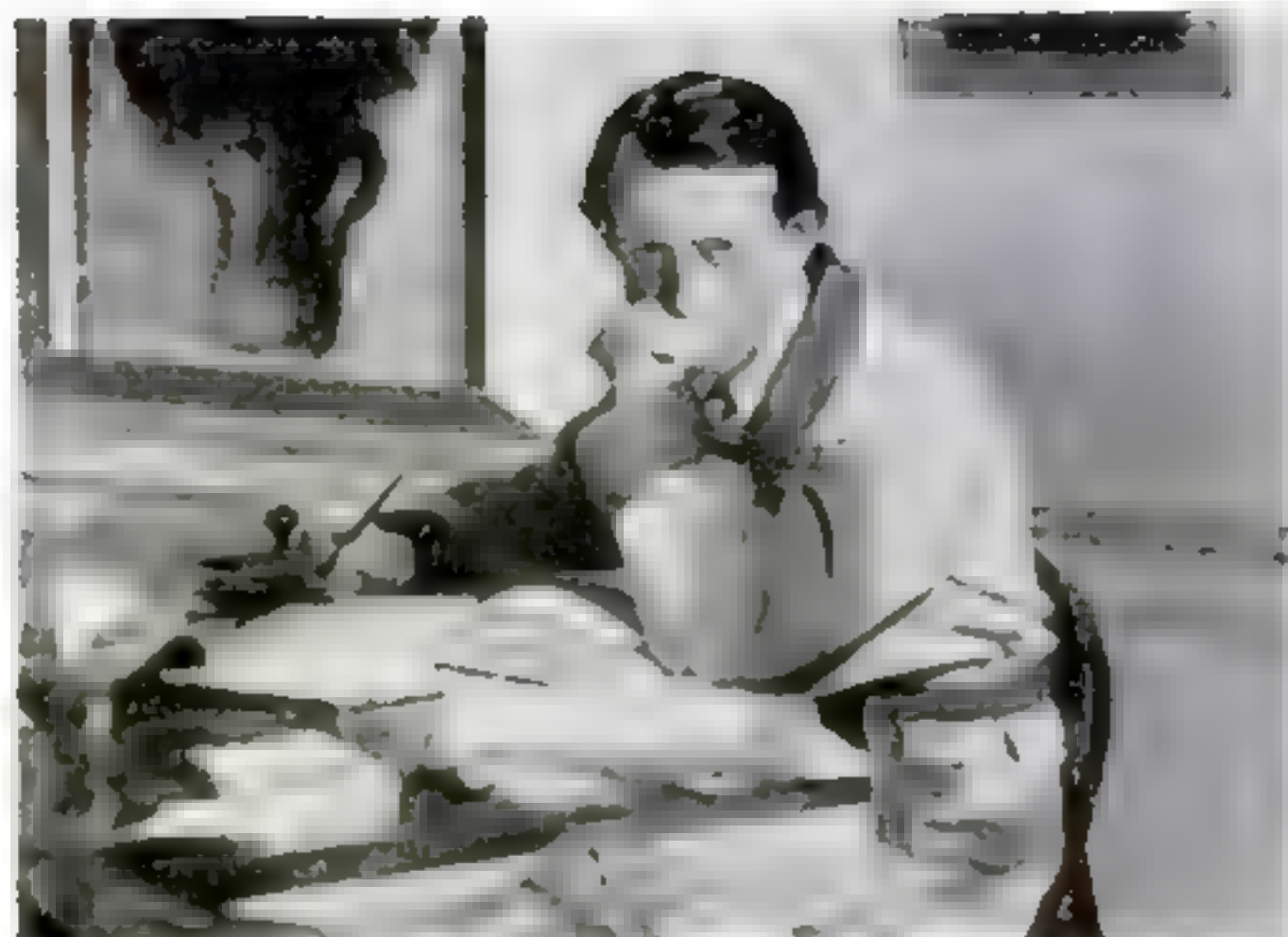
Sunsweet helps  
Keep you regular!

**SUNSWEEP  
PRUNE  
JUICE**

In bottles  
NET WEIGHT



Prepared and distributed by the  
makers of Mott's apple juice, apple sauce,  
cider, vinegars, and jellies



IN HIS 20s Malraux began writing novels based on his own experiences. The chief literary influences on his work have been Gide, Nietzsche and Dostoevski.

#### MALRAUX CONTINUED

porate state. There would be a parliament, with perhaps two chambers. One would be elected by majority vote (instead of by proportional representation, as at present), thereby making it likely that the top party would obtain an absolute majority. De Gaulle has often advocated a second chamber composed of representatives of management, labor and the professions. He has never made it clear exactly how much power the parliament should have, but it would certainly be more limited than at present.

Not only what De Gaulle calls the "dictatorship" of political parties, but the existing structure of trade unionism, would disappear in the form of government that takes shape in the haze of tobacco smoke over the two men's heads as they talk. Malraux will point out that the largest trade union federation in France, the C.G.T., is already controlled by the Communists, so it is silly to talk about the "independence" of unionism. De Gaulle's plans, still not explained in detail, would appear to call for industry-wide syndicates, with representatives of management and labor included on their executive boards. In case of deadlock between workers and managers, the state would step in and make the final decision.

#### The Gaullist foreign policy

IN foreign policy both De Gaulle and Malraux believe that the future of France is beside America. It is probably Malraux's influence that has led De Gaulle to talk more and more of the "Atlantic" world, instead of the "European" world he used to emphasize. It disturbs Malraux that De Gaulle is not more highly regarded in the U.S. If De Gaulle is disturbed, he takes pains not to show it.

Although the general's public personality, which is not distinguished for warmth, has on occasion made him seem cool toward the U.S., he is personally neither friendly nor hostile. He is primarily a coldly passionate and aggressive patriot, and he believes that at this time French interests coincide with those of the U.S. He wants France, rather than Britain, to be the core of a Western European coalition standing firm against westward-marching Communism. If and when that coalition becomes solid, if and when that advance is halted, there is no reason to believe he would fail to use France's power to bargain with the U.S.

The two principal objections to De Gaulle's program come largely from opposite sides of the hall. Many conservatives and many anti-Communist liberals fear that he would fail, "as he failed before" when he headed the post-liberation government, and that the Communists would fall heir to his power. On the other side the Communists, of course, say that a Gaullist regime would inevitably lead to dictatorship. Although few people in France really believe that De Gaulle is at heart a dictator, not a few of them fear that his paternalism would harden under pressure, and they especially fear some of the antidemocratic forces that have adhered to his cause.

If De Gaulle does come to power, Malraux will almost certainly become his minister of information—or of propaganda—unless the two should split before then. Those who believe that a falling out is likely base their case on the facts that De Gaulle has never kept a strong man close to him for long, and that Malraux is as self-assertive and willful as the general. But whether or not they even-

## BOY TEMPTED



by that distinctive  
tangy flavor of  
**CHEEZ-IT** crackers!



America's  
largest selling cheese cracker!

A Quality Product of Sunshine Biscuits, Inc.

**To Make  
Hot Dogs  
a Treat!**

Spread frankfurters  
generously with

**Heinz  
Prepared Brown  
Mustard**  
before roasting  
over fire!

● You'll find  
there's a world of  
zestful tang in  
Heinz Prepared  
Mustard... both  
Brown (hot) and  
Yellow (mild).



Also try



to give a new,  
unusual flair to chops, steaks,  
fish dishes and eggs!

CONTINUED ON PAGE 132



# LIFE-NBC Television to give millions "press privileges" at the Conventions

MILLIONS WILL SEE  
THE ANSWERS TO THESE  
5 QUESTIONS  
(and many more)

This summer, the vivid journalism of LIFE and expert television of NBC will be combined to bring some 5 million Americans the biggest political show on earth—the two major presidential conventions. 5 of the many questions to be cleared up on this biggest telecast in history follow.



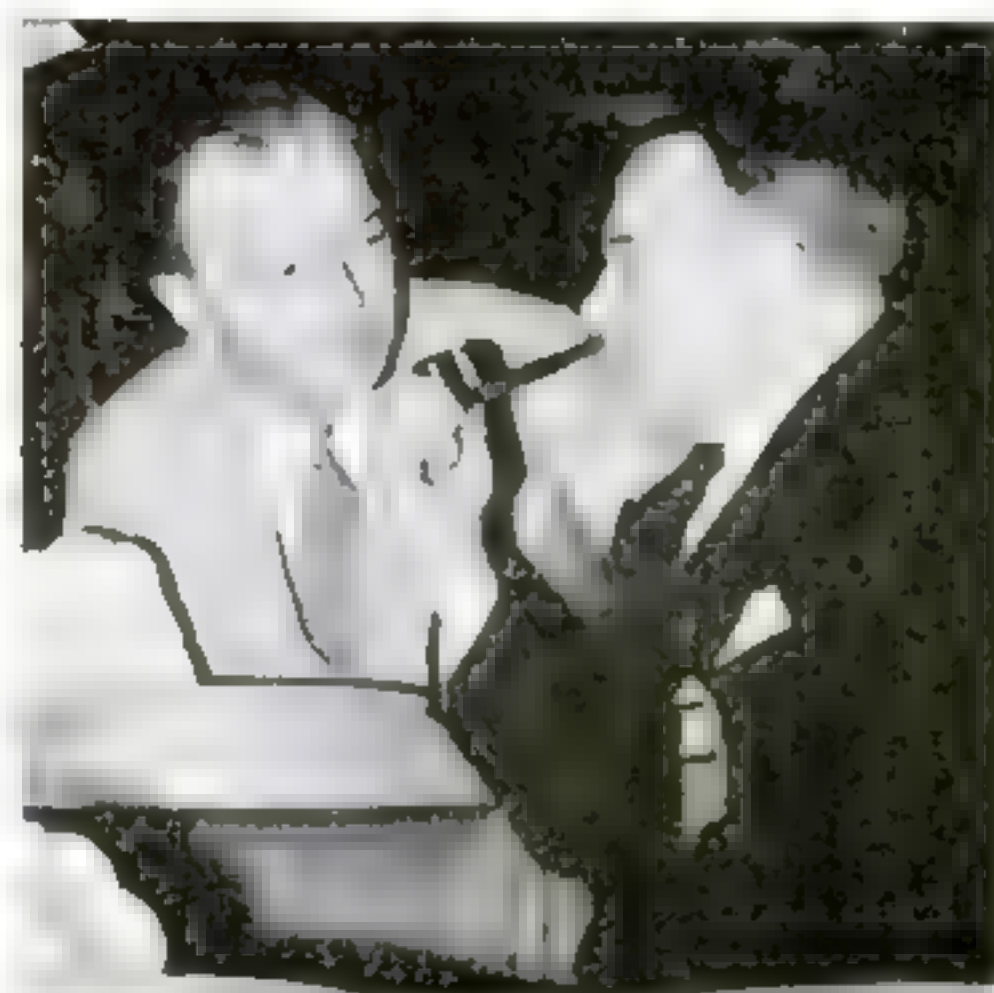
1. "What goes on behind that door?" Who's deciding what? Wherever possible, LIFE's editors will take you behind hotel doors like this at the '44 Democratic Convention. LIFE-NBC behind-the-scenes television coverage will make things as exciting as if the millions who watch were actually there—with press privileges.



2. "How do the delegates get there?" LIFE's lively approach and ability to clarify the complicated will be put to good use showing viewers just how delegates are selected and instructed. In material like this, NBC and LIFE will give millions an eye-witness view of democracy at work. Above: delegates at 1940 convention.



3. "What does a candidate do at a convention?" In addition to the customary on-stage shots of the candidates, this historic LIFE-NBC telecast will let millions in on what a candidate does off-stage—who he talks to, what he talks about, what he looks like and says in informal, unrehearsed moments. Above: Dewey at breakfast conference with Bricker, in 1944.



4. "Who are the men BEHIND the men we're voting for?" With LIFE and NBC, Americans will enter hotel rooms, lobbies, campaign headquarters, and seek out campaign managers, party bosses, floor leaders, others of influence. Above: Stassen, Wilkie floor leader in '40, with Raymond Baldwin. Show will give fascinating insight into how LIFE editors work.



5. "What about the platform?" Platforms are largely arranged before the convention. But at the convention, pressure groups attempt to get favorable planks added. LIFE-NBC telecast will interview platform sub-committee heads like those above at 1940 convention, possibly show them actually at work. Seeing all this, millions will understand democracy better.

Televising of the Republican Convention will start June 21 and of the Democratic Convention July 12.



This historic, joint venture in journalism begins June 21st on these network stations:

WNBT, New York	WPTZ, Philadelphia
WNBW, Washington	WRGB, Schenectady
WBAL-TV, Baltimore	WBZ-TV, Boston
WTVR, Richmond	

Also daily résumés on these affiliated National Broadcasting Company stations:

KSD-TV, St. Louis	KSTP-TV, St. Paul-Minneapolis
WWJ-TV, Detroit	WLWT, Cincinnati
WTMJ-TV, Milwaukee	WBEN-TV, Buffalo





*Cute Capers*

ONLY  
\$6.99



*Bare-back for  
Sun Fun...  
Cape-Cover for  
Moon Magic*

Cut capers with this CUTE CAPER. The sun dress cleverly designed for sunlit moments with fitted bodice and full flared skirt, back zipped for fit and comfort... the flattering cape for coy cover-up occasions. Fine combed sanforized\* cotton, wonderfully washable. In luscious pastels—powder blue, aqua, maize, pink and grey. Sizes 9 11-13-15-17 and 10 12 14 16-18 20

\*Maximum shrinkage less than 1%

*Alston*

619 W. 54th STREET, NEW YORK

ORDER BY MAIL NOW

ALSTON, INC.  
619 W. 54th Street, New York, Dept. 11  
Please send me the CUTE CAPER sun dress at \$6.99. Add 20¢ extra for mailing charges on prepaid orders only.

Size..... Color.....2nd color choice..

☐ CHECK ☐ MONEY ORDER ☐ C.O.D.

NAME .....

ADDRESS .....

CITY ..... STATE .....

Satisfaction guaranteed  
or your money refunded.

## MALRAUX CONTINUED

tually split, Malraux presently speaks for De Gaulle both officially and unofficially. His two departments in the party are called, significantly, "propaganda" and "culture." In the minds of both men the two are wedded; inherent in the De Gaulle-Malraux philosophy is an appeal to qualities which they consider uniquely French but which have never been more precisely defined than "breadth of spirit" or "lucidity of expression."

Although "propaganda" and "culture" are words which have fewer unpleasant connotations in French than in English, they are sufficiently reminiscent of the technique of Dr. Goebbels to ring unpleasantly in the ears of those Frenchmen who remain suspicious of the purity of De Gaulle's conception of democracy. But Malraux is emphatic in saying that he wants an absolutely liberal regime for France's press, radio and cinema, and says he is opposed to censorship in any form. He believes the weakness of the French press has been that it has hesitated between the American idea of objectivity and the Soviet conception of a totally directed expression of opinion. Having hesitated, he thinks, the French press has succeeded in being neither completely objective nor subjective. He wants it to be the former, and he says bluntly, "France's press should be factual."

Malraux works all day at his crusade in the R.P.F. press headquarters at 19 Boulevard des Capucines, near the Opera. Late in the afternoon he steps out of the building, a neatly dressed man wearing a blue or gray double-breasted suit with a tie to match and a brown hat, and glances nervously along the curb for his car. When he sees the small Simca, with an old F.F.I. comrade behind the wheel, he walks across the sidewalk with quick, impatient steps, gets in and slams the door. As the car goes down to the Rue de Rivoli and up it to the Champs-Élysées, he blows his nose a couple of times and maybe lights a cigaret. He has been trying to cut down on them lately; he has at last reached middle age. He is thinking of what he must do when he gets home. He lives in a large apartment near the Bois de Boulogne with his new bride (formerly his sister-in-law, Roland's widow) and her two sons.

After dinner, until nearly one every morning, Malraux works for himself. He sits at a plain wooden table, writing in a cramped but clear longhand. On the white walls of his study hang some pieces of sculpture but no pictures. In the bookshelves are novels by Steinbeck, Dos Passos, Cocteau, Stendhal and Malraux. He thinks that Faulkner is the greatest living American writer; he also thinks that *A Farewell to Arms* and *For Whom the Bell Tolls* are the greatest love stories written since *The Charterhouse of Parma*. He writes with the telephone on the floor, because he hates to look at it. In a drawer, within easy reach of his hand, is a loaded revolver. "I am high on the list of those with whom the Communists would gladly dispense."



WITH HIS SECOND WIFE Malraux lives in the fashionable Bois de Boulogne section of Paris. Apartment contains many trophies of his early travels.

HOW TO KILL  
MANY INSECTS  
WITH ONLY ONE  
SPRAYING OF  
**FLIT**  
5% DDT



Think of it—one spraying lasts for weeks. No bomb type spray or other sprays containing less than 5% DDT can equal this for lasting effect. Flit Surface Spray with 5% DDT is so powerful a single application kills insects today—tomorrow—even next month.

**FLIT**

Surface Spray  
Kills FLIES, MOSQUITOES, ANTS,  
BEDBUGS, MOTHS, ROACHES.

BUY LOW COST FLIT TODAY!

THERE REALLY IS  
A DIFFERENCE

Ask for Royalty—for consistent quality, true color and perfect fit.



TRY *Royalty*  
HAIR NETS  
WAVE NETS

Guaranteed by  
Good Housekeeping

"FIT FOR A QUEEN"

MORE LIGHTER  
FOR LESS MONEY!

**REGENS**  
FULLY AUTOMATIC  
**STORMLITER**



Just press to light.

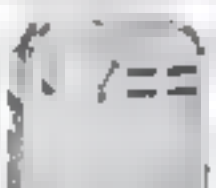
Works in any weather

ONLY

\$1.50 to \$2.50

AT BETTER JEWELRY, DRUG AND TOBACCO STORES

Regens Lighter Corporation, 2 East 44th Street, N. Y. 17



Slide-out tank lights pipes, too.

In Nickel, Chrome, Enamel or Etched Finish.

ONLY

\$1.50 to \$2.50

AT BETTER JEWELRY, DRUG AND TOBACCO STORES

Regens Lighter Corporation, 2 East 44th Street, N. Y. 17

The blade with  
the money-back  
GUARANTEE!

SINGLE OR  
DOUBLE EDGE 12¢-25¢  
Guaranteed by MARLIN—Pine Guns Since 1870





**PM FOR PLEASANT MOMENTS—**

As your guests arrive, let the music begin...

Serve PM the Perfect Mixer!

Serve Particular Mellowness, Priced Moderately,  
in this blend that's Pleasing Millions...

this blend whose sales have soared *fifty times up*  
because "the Pleasure's Mutual!"



**IF IT ISN'T**

**PM**

**IT ISN'T AN EVENING**

National Distillers Products Corporation, New York, N.Y.  
Blended Whiskey. 86 Proof. 70% Grain Neutral Spirits.



WISH DAD A HAPPY FATHER'S DAY, JUNE 20th

*When Dad is king for a day—*



*give him gifts fit for a king*  
by **REIS**

Dad will appreciate anything with the REIS label. All his life, he's known the REIS tradition of value, quality, style and craftsmanship.

**REIS SANTA BARBARA SPORTSHIRTS**  
Made in California. All smartest colors, styles, materials.

**REIS ANZACS AND BASQUES**  
Plain, striped and cable-knit—tailored in the Reis tradition.

**REIS SCANDALS\* WITH MATCHING STA-PUT\* SHIRTS**  
Long-time favorites—cut and shaped to fit men.

**REIS JIMPANTS AND UNDERSHIRTS**  
Famous for quality. Snappy Manhattan Hose by Reis, too.

**REIS PAJAMAS WITH PATENTED REIS-TEX BELT\***  
Solids and stripes, tailored to trouser neatness.



CHANGE TO  
1885

**REIS**

1948

SPORTSWEAR • UNDERWEAR • PAJAMAS • HOSE

ROBERT REIS & CO. • 2 PARK AVENUE • NEW YORK 16, N. Y.

\*Exclusive Reis patented features





CLINGING TO ROPE LADDER IN A MURKY DOPE DEN, COCAINE LIL (SONG OSATO) ELUDES WILLIE THE WEEPER'S FRANTIC GRASP WITH A TWIST OF HER SEXY HIP

## BALLET BALLADS

Bible, blues and folklore make  
new kind of song-and-dance show

At the waning end of a season Broadway was suddenly bounced back into liveness by a different kind of song-and-dance show. Called *Ballet Ballads*, it told some familiar stories in unfamiliar ways—the story of Susanna and the Elders, which comes from the Bible's Apocrypha, the story of Davey Crockett's boastings, which comes from American folklore, and the story of Willie the Weeper, which comes from folk blues. All three of the ballets had music by Jerome Moross and lyrics

by John Latouche, who wrote *Ballad for Americans*.

The scene above is from *Willie the Weeper*, whose reefer-ridden hero smokes himself into a series of dreamy triumphs and desolate awakenings. Here, in his most frenzied moment, Willie is wooed by the sinuous wiggling of a cocaine addict who then leads him in a frantic duet (*next page*). The *Ballet Ballads*, produced by Experimental Theatre, were so successful off Broadway that they moved up to a Broadway theater for a regular run.



Here's the **SURE**,  
positive way to  
**MOTHPROOF**  
**WOOLENS**  
used for years by big  
mills—Now sold  
for home use!



There is one way you can be **ABSOLUTELY SURE** moths will never eat your precious woolen clothes, sofas and rugs. This is to mothproof the cloth itself with **LARVEX**. **LARVEX**'s magic spray penetrates each tiny woolen fibre and makes the cloth itself mothproof for **ONE WHOLE YEAR**. Moths will commit suicide by starvation rather than eat anything treated with **LARVEX**. Safe. Stainless. No moth ball, camphor or cedar odor. **LARVEX** is **completely odorless**. Simply spray garments with **LARVEX** and hang in usual place.

**THE ORIGINAL MOTHPROOFER**

**Inexpensive!** It costs no more to **LARVEX** a suit or coat than it does to get it dry cleaned.

**Quick!** A few minutes' spraying with **LARVEX** mothproofs for a whole year.

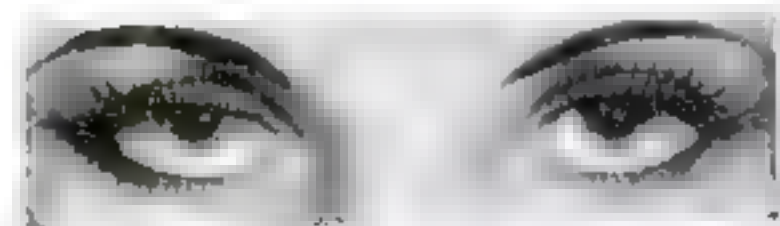
ONLY 79¢ A PT. \$1.19 A QT.  
ALL DRUG, DEPARTMENT  
& HOUSEFURNISHINGS STORES.

**LARVEX**  
Largest Selling Mothproofers

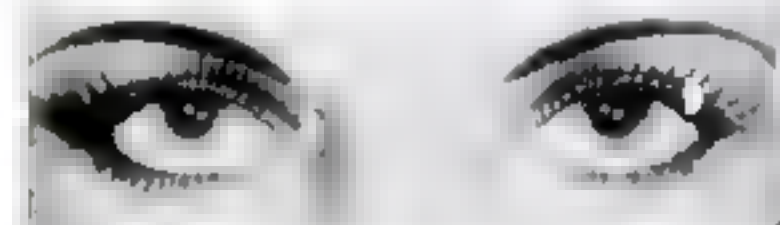


**BOOGIE-WOOGIE BACCHANAL** finds Willie the Weeper lying in a doped stupor on table at left where he dreams his alter ego, Dancing Willie (the ballet's choreographer, Paul Godkin), is pursuing Cocaine Lil. Other dope addicts writhe in the background as Lil wriggles and sings, "Give me a little love while my hands are still warm. I crave affection in a not-too-simple form."

**EYES TIRED?**



**TWO DROPS**



**QUICK RELIEF**

Just put two drops of gentle, soothing Murine in each eye... then quick as a wink tired eyes feel wide-awake and... oh, so very rested. You're ready for work or play again... your eyes cleansed and refreshed. Murine—a scientific blend of seven important ingredients, is absolutely safe and should be used as often as your eyes tell you to.

**MURINE**  
FOR YOUR EYES



**CAMILLUS**

**"FISHERMAN'S LUCK"**  
A new, streamlined knife—true CAMILLUS quality and craftsmanship. Long, slim blade of custom made steel, chrome plated, with scaler, hook finger and... and, just in case, a cap lifter. Adds to your fishing pleasure. Speeds the job of dressing the catch. Ask for "CAMILLUS Fisherman's Luck" at hardware or sporting goods stores.

Lock keeps blade open when in use

For Dad on Father's Day June 19th

**CAMILLUS**  
has the edge!

K&M-MLL-us  
**KAMILLUS CUTLERY COMPANY**, New York 17, N. Y.  
Established 1876... Factory at Camillus, N. Y.

Treat Yourself  
to...



candy the  
whole family  
loves...



**A.N.O.I.**

GOODNESS  
PURITY  
FLAVOR

Established for 73 years





Make your choice an Exide when you buy a battery for your car. Remember, a single starting failure can be far more costly than the little extra you pay for a trustworthy Exide Battery. No matter how soon you expect to trade in your car, buy a battery you KNOW you can depend upon. When it's an Exide, you start.

1888....Dependable Batteries for 60 years....1948

THE ELECTRIC STORAGE BATTERY COMPANY, Philadelphia 32  
Exide Batteries of Canada, Limited, Toronto

DEPEND ON THE EXIDE DEALER  
FOR GOOD PRODUCTS, GOOD SERVICE





summer calls for lighter,  
cooler drinks and that means  
a **CORONET** brandy highball...  
for Coronet is lighter...  
smoother...cleaner-tasting...  
with soda, ginger ale  
or cola.



California grape brandy 84 proof. Schenley Distillers Corp., New York City.  
© 1948 SCHENLEY DISTILLERS CORP. A Schenley Mark of Merit Product

## Ballet Ballads CONTINUED



## SUSANNA AND THE ELDERS

Most charming of the *Ballet Ballads* is the story of Susanna and the Elders, which is set in a Midwest revival meeting. Susanna, danced by the choreographer, Katherine Litz, is surprised at her outdoor bath by two bearded Elders whose minds are "as mean and low as carrion crows on a stinkweed tree." After peeping at her from behind her garden wall (*top picture*), the Elders attempt to blackmail Susanna into submitting to them (*middle*). When she refuses they accuse her publicly of misbehaving "under a tree with some young feller." But Daniel (*bottom picture*, white suit) comes to Susanna's rescue. The Elders are questioned separately. Asked what kind of a tree Susanna misbehaved under, one Elder says it was a juniper, the other a cedar of Lebanon. They are thus caught in their perjury and the virtuous Susanna is vindicated.

CONTINUED ON PAGE 141





# For a Carefree Vacation... **GO BY TRAIN!**

Yes, and like this little lady—go by Pennsylvania Railroad! Our great passenger fleets offer a choice of 1,100 daily trains between East and West—North and South—scheduled for your convenience, equipped for your comfort... by day, by night. Whether you travel by sleeping car or coach, there is a train ready to take you when you are ready to go.

No better year—and no better way... whether you plan to visit New York, Washington or other eastern cities; a quiet resort, or the folks back home.

Enjoy the extra convenience and comforts the Pennsylvania Railroad now offers through its great network of through service. Coast-to-coast... to New England... Eastern Canada... the South... the Southwest —*all without change of cars!*

To the grandeur of the Canadian Rockies... to America's inspiring National Parks, well-timed connections.

Our city ticket offices, travel bureaus and ticket agents are available to help you plan a carefree and relaxed vacation—from the first to the final mile!

## PENNSYLVANIA RAILROAD

☞ *Serving the Nation* ☞







# JIM CORVAN

The Corvan Garage, 122 W. 54th St., New York City—oldest in Manhattan—services cars for many famous people. Jim Corvan, grandson of the founder, knows cars!

"... in my car? I use Macmillan Oil. It's a must with us for every make and model. And we handle them all... old and new, standard models and custom built. They all run better when you use Macmillan Ring-Free regularly."

*Jim Corvan*

Yes, sir, Mr. Corvan! Macmillan Ring-Free Oil makes a big difference because it *is* different. It's refined by the exclusive Macmillan process to lubricate faster, to remove hard carbon and to keep motors cleaner.

Follow the advice of the thousands of expert garage and service station owners throughout the nation who use Macmillan Ring-Free Oil in their own cars. You'll see the difference when you use Macmillan Ring-Free regularly!







## DAVEY CROCKETT'S EXPLOITS

*The Eccentricities of Davey Crockett*, choreographed by Hanya Holm, presents the hero of the Alamo as the great teller of tall tales. Davey rags of his exploits from infancy when he was "swaddled in a mountain-lion skin" and fed on "wildcat mush and grizzly bear mulk," to manhood when he "rassels with bears," routs Indians singlehanded with his rifle "Betsy," fishes a sexy mermaid out of the Tennessee River and bags a ghostly bear with a rifleshoot in the behind. But the greatest of all Davey's boasts is his story of how he saved the world from a comet. When the Comet (danced by Olga Lunick) comes carrying "fire and brimstone in its tail," she and Davey do a violent adagio. Then Crockett (Ted Lawrie) pulls out her tail (above) and wears it in his hat.

*Good, Whisk and COOL*

# Arrow

## KREEMY HED SLOE GIN

**AMERICA'S BIGGEST SLOE LIQUORS**

### Three More Arrow Favorites For Delicious Summer Drinks

- Arrow Orange Flavored Gin . 70 Proof
- Arrow Mint Flavored Gin . . . 70 Proof
- Arrow Peppermint Schnapps . 60 Proof











FERRY RIDE TO JEKYLL ISLAND TAKES ONE HOUR

# Life Explores Jekyll Island

Georgia students vacation cheaply  
on the "Isle of 100 Millionaires"

The coast of Georgia, as its plain citizens are keenly aware, is a pretty fancy affair. It is lined with so many private estates (mostly in Yankee hands) and exclusive islands like St. Simon and Sea Island, that ordinary Georgians could until recently have access to only 3 of the state's 140 miles of beach. The weekend Georgia Tech students shown on these pages are among the first visitors to a new addition to this slender public domain, famous Jekyll Island, a 9-mile stretch of beach off Brunswick, Ga. It is by no means virgin territory. For 400 years its gloomy jungles of moss-covered oaks and open stretches of scrub palmetto had been controlled successively by Creek Indians, Spanish priests, cut-throat pirates, Englishmen, French refugees and finally rich northerners.

Since 1886, when a group of tycoons bought it for \$125,000, Jekyll Island had been incorporated as an exclusive club. Familiarly called the "Isle of 100 Millionaires," its early members included J. P. Morgan Sr., Cyrus McCormick, William K. Vanderbilt, James J. Hill and George F. Baker. In its 11 years the club spent \$50 million on developments: 11 private homes, a 200-room clubhouse, golf course, airport, tennis courts, bowling green and a herd of wild boars from Italy. After the depression deepened in 1933 interest began to wane, and last October the state of Georgia was able to buy the paradise and turn it into a public park. Now, for \$3 a night, vacationers like the Georgia Tech students can sleep in the island's clubhouse, use its caches and ramble through the ruined mansions (pp. 114, 117). One hardy Georgia Tech couple even dug for pirate gold (right). While they unearthed nothing more than broken shells, and the mullet fishermen caught nothing, Jekyll still seemed well worth the \$675,000 that Georgia had paid for it.

EXPLORATION PARTY picks its way through a tangle of scrub palmetto in search of abandoned British fort.



FOR SUNRISE PRAYERS 25 of the party gather on the beach at 5 a.m. after getting to bed at 3 that morning. This is the spot where one of the last shiploads of

African slaves to reach the U.S. was put up for auction, when the ship *Wanderer* was blown off course in 1833 and forced to dump its contraband cargo on Jekyll Island.



FISHING FOR MULLET (above), students shine lights across water to trick fish into jumping aboard their boat. Below: during hunt for Blackbeard's lost treasure Ruth

Vineyard watches her escort, Dick Malone, bring up another shovelful of beach. He dug vainly some 25 miles south of spot where most people believe the loot is buried.

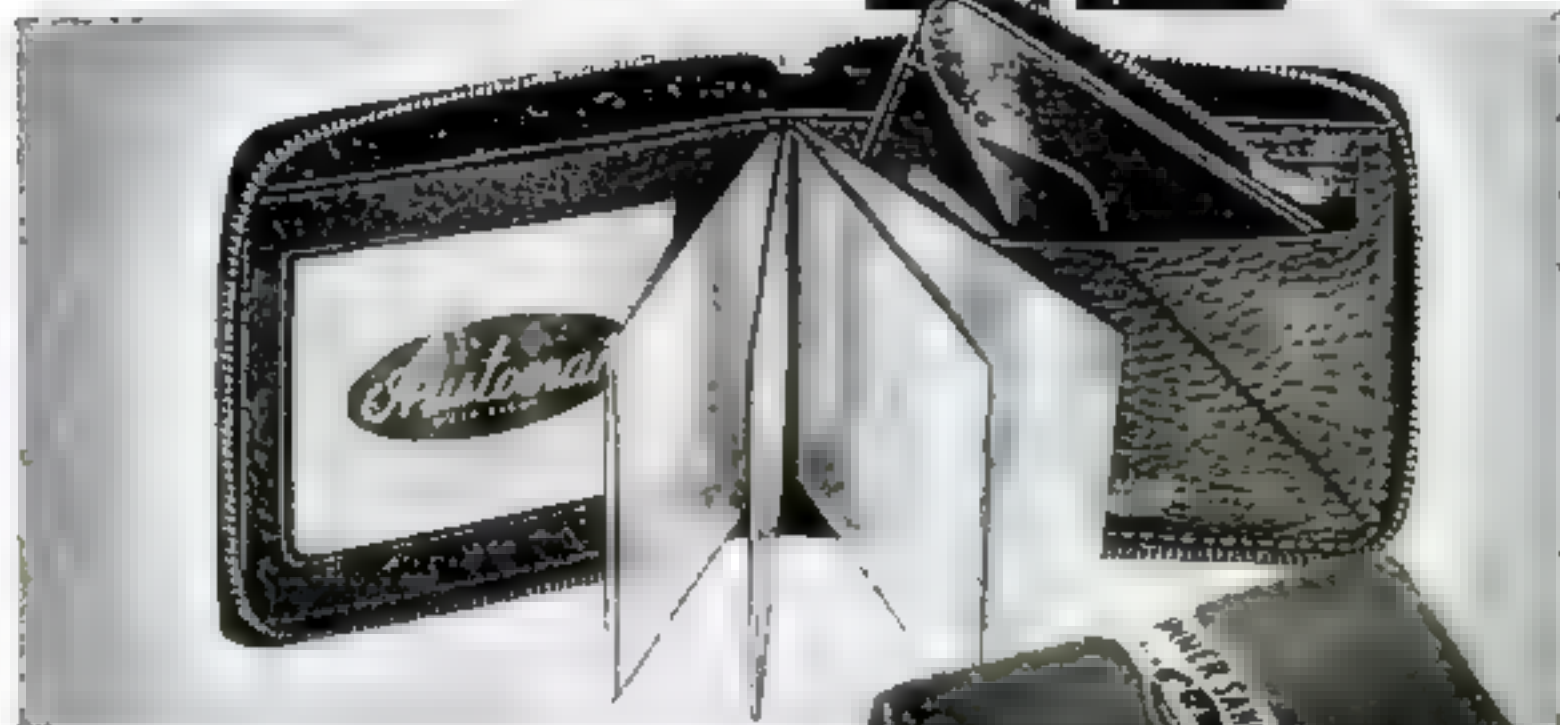




A wonderful wallet surprise,  
**INNER SANCTUM**  
 with the famous  
 secret compartment



INNER  
 SANCTUM  
 preferred by  
 successful  
 people  
 DENNIS H'KEEFE  
 starring in  
 Eagle Lion  
 Films  
 release  
 "RAW DEAL"



**surprise!** ... A smart looking Inner Sanctum wallet that's superbly tailored in fine leathers!

**surprise!** ... An all-around zipper for extra safety; zipper coin pocket; 4 acetate windows for cards and photos!

**surprise!** ... The famous Inner Sanctum Secret Compartment that divides and hides large bills from prying eyes.

**you'll be surprised!** ... at the number of people on your list who prefer this handsome, versatile wallet for all-around use!

COLORS: steer grain • black • brown • red • green • navy

FREE! With each wallet, a copy of the famous booklet "Secrets of Successful People"



"Go ahead 'n' start the game. I got the lawn to cut and rugs t' beat—but that won't take long once I get some Wheaties under my belt."

Champions do—why don't you?  
 • Have Wheaties at breakfast. Nourishing flakes of 100% whole wheat. With three B vitamins, minerals,

protein, food-energy. Famous training dish, with milk and fruit. Also second-helping good. Wheaties, "Breakfast of Champions!"

## TIPS for TIRED EYES

- 1 Hold reading matter about 14 inches from face. Do not read small print unnecessarily.
- 2 Avoid reading or working in poor light. Never face the light—let it come from behind you.
- 3 After driving, exposure to dust or wind, when eyes are overworked, bathe them with LAVOPTIK.

Women everywhere, for over 30 years, have praised LAVOPTIK for its prompt relief of tired, burning and itchy eyes and the way LAVOPTIK soothes irritation, eye fatigue. Try LAVOPTIK today! If it fails to soothe your eyes, your money will be refunded.

ASK YOUR DRUGGIST FOR  
**LAVOPTIK**

**SILHOUETTE SMOOTH**



Fine mesh

**SITROUX HAIR NETS**  
 BY THE MAKERS OF SITROUX TISSUES

## Jekyll Island CONTINUED



**OLD TOWER** was built by Crane plumbing fortune hunter to provide water for his home's fancy piping system. Sadder is tower's pipes rusting away.



**WEEDY GARDEN** viewed by explorers from balcony of home once owned by Walter Jennings, a Standard Oil director who was C. I.'s president in 1935.

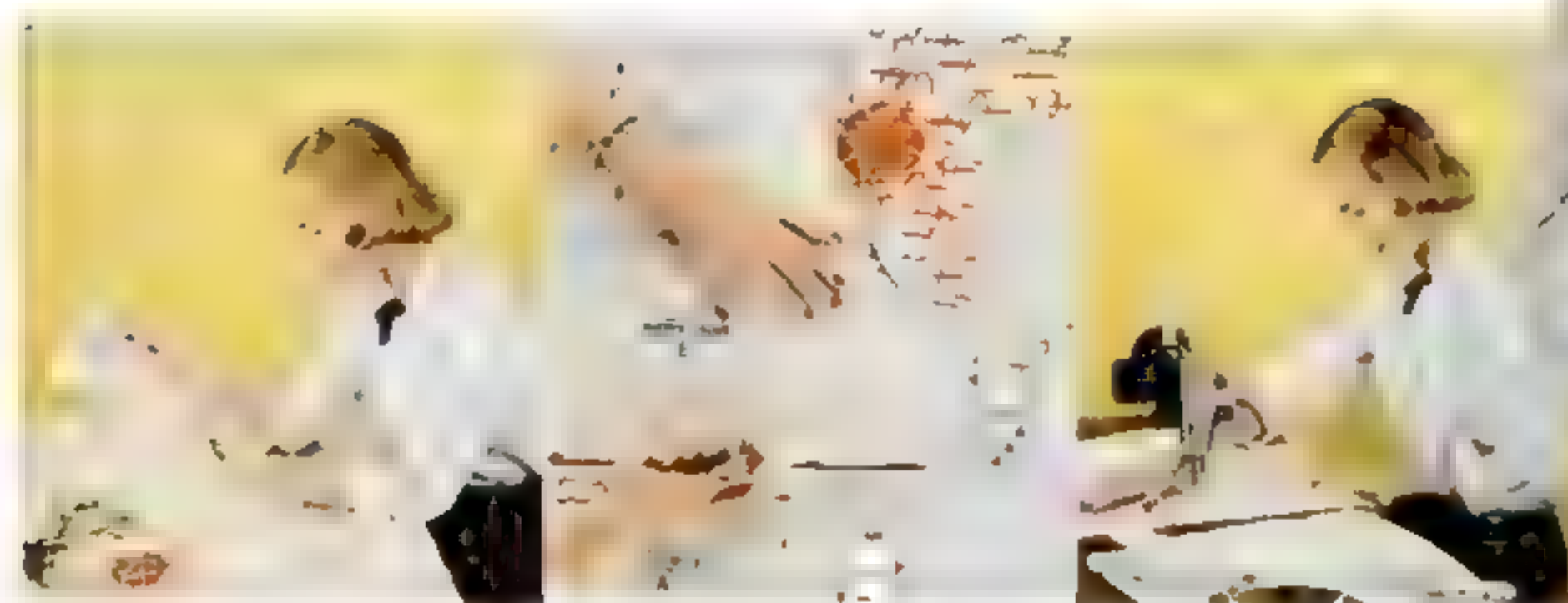


**PRETTY TWINS** (from left) Judy and Frankie Briggs rest under moss-hung live oaks while their escorts try to catch up with their college assignments.

CONTINUED ON PAGE 14



# Just one Simplicity Pattern



Look what you can do with this smart sunback dress and play suit pattern! It's simple to sew with the step-by-step Sewing Guide that comes in each Simplicity Printed Pattern.

It's so easy to use Simplicity Printed Patterns...each pattern piece is *printed* showing where it goes, how to adjust it, how to match it to its mate.

You'll feel like an expert... you'll get expert results with Simplicity's printed cutting and stitching lines showing where to cut and sew.

## Adds up to a lot of fun



Just remove the skirt and the pert bolero jacket and you're all set for a day at the beach...an afternoon in the country. Make two complete outfits in contrasting colors and you'll have a versatile sports wardrobe at little cost.

See this and other smart Simplicity fashions...all easy and economical to make...all lovely to look at...in the latest Simplicity Pattern Catalog at your favorite pattern counter.



**Simplicity PRINTED Patterns**

No more  
than 25c

Featured editorially in GOOD HOUSEKEEPING, HARPER'S BAZAAR, PARENTS' MAGAZINE  
and CALLING ALL GIRLS

Simplicity  
No. 2423



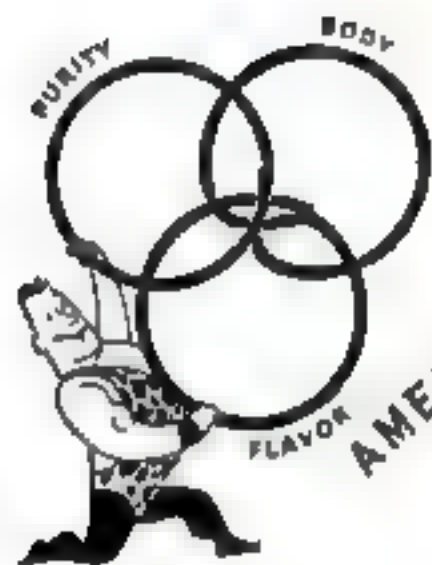


PURITY. BODY. FLAVOR IN EVERY GLASS...



AMERICA'S LARGEST SELLING ALE...

EVERY GLASS

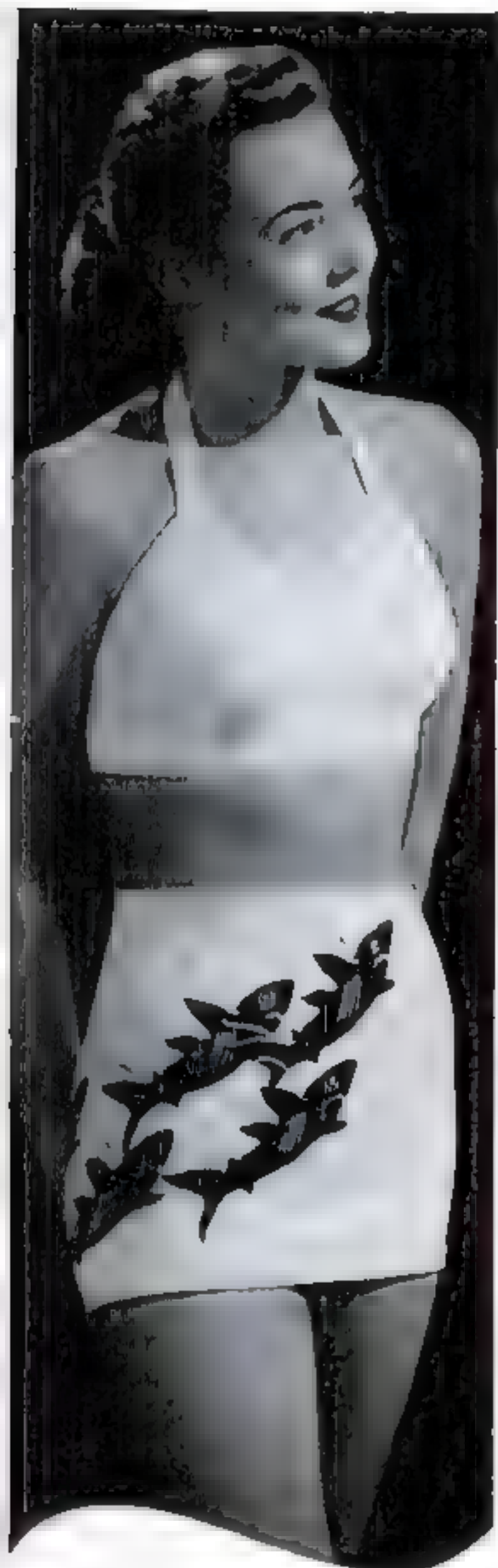


AMERICA'S LARGEST SELLING ALE...

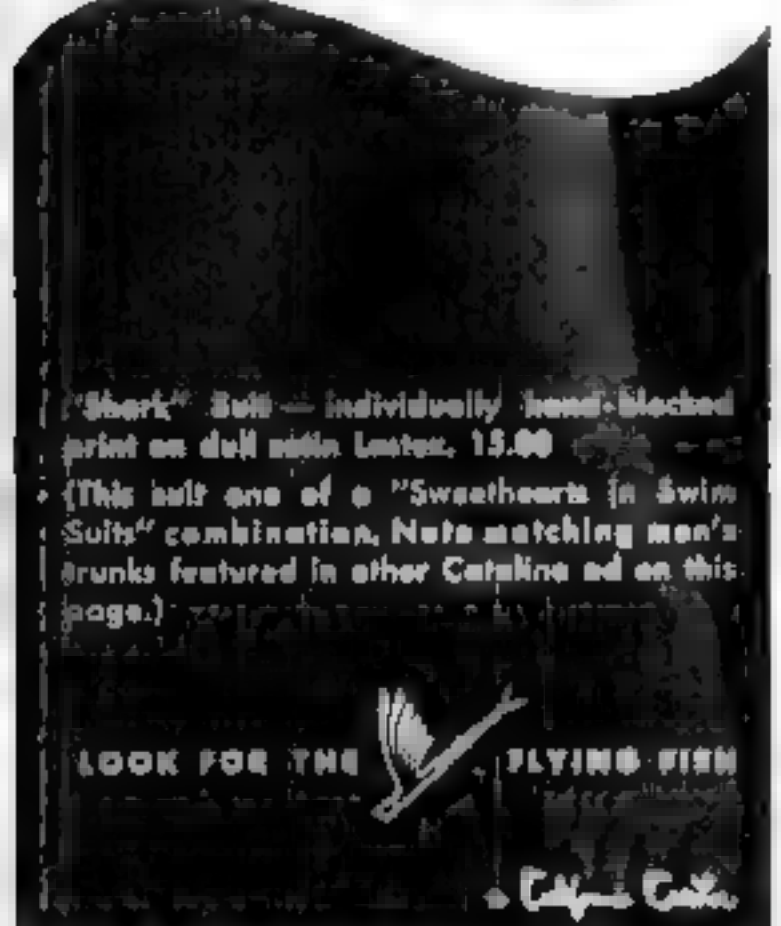
PURITY. BODY. FLAVOR IN EVERY GLASS...







"Sweethearts in Swim Suits"  
by  
*Catalina*  
...styled in  
**CALIFORNIA** for the  
**STARS** of Hollywood  
...and **YOU!**



"Shark" Suit — individually hand-blocked print on dull satin Lestaz, 15.00.  
(This suit one of a "Sweethearts in Swim Suits" combination. Note matching men's trunks featured in other Catalina ad on this page.)

LOOK FOR THE  FLYING FISH  
Catalina Trunks

Write for color folder showing other Catalina styles. Catalina, Inc., Department 542, 443 South San Pedro Street, Los Angeles 13, California



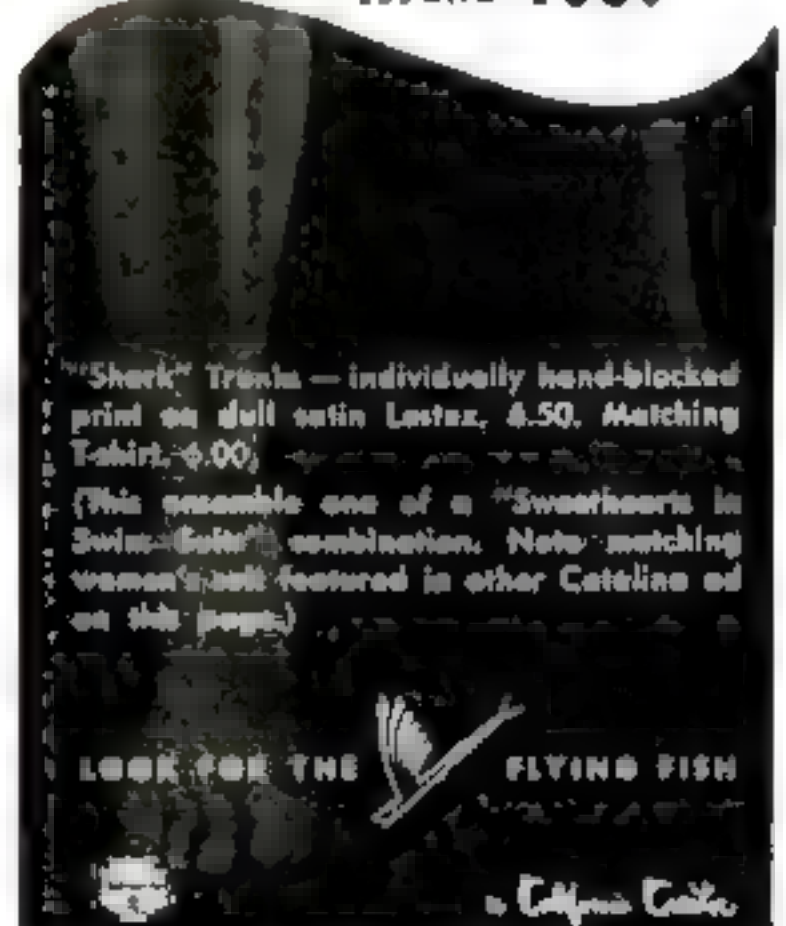
**ABANDONED POOL** once belonged to Frank Miller Gould, a grandson of famed plunger Jay Gould. The Gould estate was the island's most impressive.



**ABANDONED BUGGY** was part of fleet used by club members on the auto-less island. Bike paths were once dotted with signs like misspelled one above.



"Sweethearts in Swim Suits"  
by  
*Catalina*  
...styled in  
**CALIFORNIA** for the  
**STARS** of Hollywood  
...and **YOU!**



"Shark" Trunks — individually hand-blocked print on dull satin Lestaz, 4.50. Matching T-shirt, 4.00.  
(This ensemble one of a "Sweethearts in Swim Suits" combination. Note matching women's suit featured in other Catalina ad on this page.)

LOOK FOR THE  FLYING FISH  
Catalina Trunks

Write for color folder showing other Catalina styles. Catalina, Inc., Department 542, 443 South San Pedro Street, Los Angeles 13, California





SURROUNDED BY LOUDSPEAKERS (ON SOFA) AND AMPLIFYING APPARATUS (ON FLOOR) JEAN WOOD, THE MULTIPLE BABY-SITTER, KEEPS EAR ON NINE CHILDREN

## COMMUNITY SITTER

Army major wires babies for sound and keeps an ear on nine at once

The college students who live in the veterans' housing project at Shanks Village, N.Y., have an ideal neighbor who can baby-sit for seven families at a time.

Major Jean L. Wood, a graduate student at Columbia, performs this difficult feat with the apparatus shown above. He fashioned his multiple listening device out of an assortment of loudspeakers, old radio parts, an amplifier and a broken phono-

graph. When all his neighbors want to go out, he runs a microphone from his living room to the different cribs, turns up the amplifier until he can hear each baby breathing and labels each loudspeaker with a baby's name. Then he settles back on his couch and does his homework. Every 30 minutes he makes the rounds and checks each baby. So far they have never started crying all at once. The major tries not to think what will happen if they do.

CONTINUED ON PAGE 151



1948  
SENSATION

NEW  
JUST OUT

# BLACK FLAG SUPER INSECT SPRAY

THE MOST EFFECTIVE  
INSECTICIDE  
EVER DEVELOPED FOR  
GENERAL HOME USE

New  
**BLACK FLAG**  
**SUPER INSECT SPRAY**

CONTAINS  
**CHLORDANE 5% D.D.T.  
PYRETHRUM LETHANE  
PIPERONYL BUTOXIDE**

KILLS COMMON HOUSEHOLD INSECT PEST

NEW!

**5 INSECTICIDES**—combined in one super spray—D.D.T., Chlordane, Lethane, Pyrethrum and Piperonyl Butoxide.

NEW!

**KILLS** all common household insects such as flies, mosquitoes, moths, roaches, silverfish, bedbugs, gnats, fleas, ants, spiders, scorpions, sandflies, ticks and wasps.

NEW!

**SUPER EFFECTIVE** as a spray against flying insects... as a surface film to kill insects that crawl or light on treated surfaces. Chlordane and D.D.T. provide this longer-lasting residual effect.

Contains **CHLORDANE**—the new "wonder" insect-killing agent that's even more effective than famous D.D.T. on most crawling insects. Yet, with this stepped-up power, Black Flag Super Insect Spray is **SAFE** to use around the house, observing only the same precautions used with any ordinary insect spray.



## NEW SPECIAL SPRAY FOR ROACHES

**BLACK FLAG ROACH SPRAY** is specially formulated for quick control of this common pest. Contains Chlordane—new "miracle" roach killing agent.



AT ALL STORES NOW—BUY A CAN TODAY—Only 49¢ Pint



*Yes... the finest in 65 years*  
**THE FINEST THREE FEATHERS EVER BOTTLED!**



**1.** Judge its NOBLE FLAVOR

*Drawn from treasured reserves of  
fragrant whiskies blended with choice,  
mellow-natured grain neutral spirits.*



**2.** Judge its RARE BOUQUET

*A grand aroma, subtly delicate yet  
richly deep—the unmistakable bouquet  
of true excellence in whiskey.*



**3.** Judge its  
GENIAL CHARACTER

*It is these three great qualities which  
distinguish today's Three Feathers—  
finest bottling in all our 65 years.  
Blended to an incredible lightness,  
remarkably gentle-natured—we believe  
you will find it the pleasantest whiskey  
you have yet enjoyed. Judge it for yourself.*

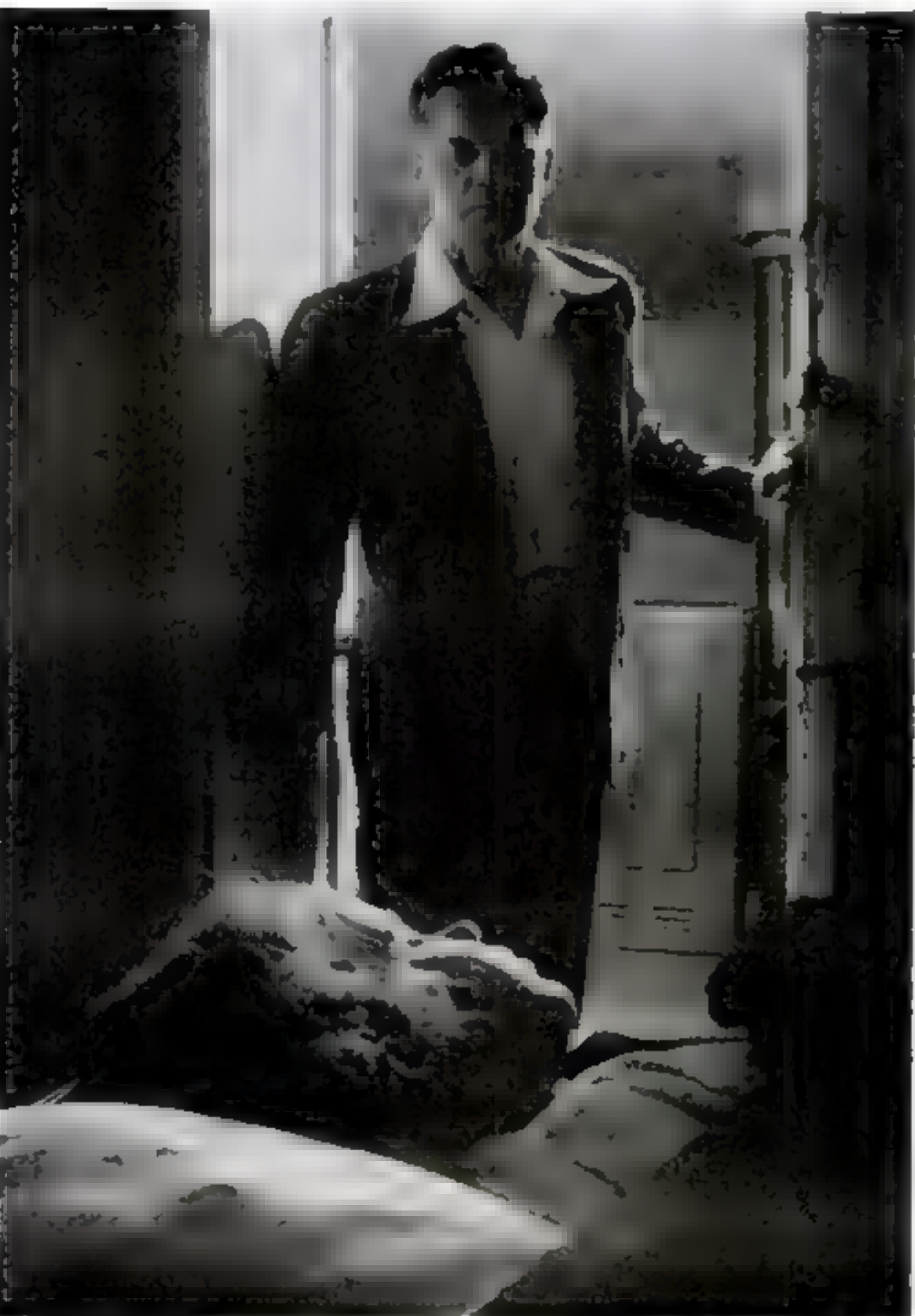


**THREE FEATHERS**  
*Choice of Good Judges*





**HOOKING UP** system, Wood hands microphone to neighbor. Clock is put near microphone. As long as sitter hears it ticking he knows system is working.



**CHECKING UP** on one of his 30-minute rounds, Wood finds Bonnie Leidecker fast asleep. The neighbors take turns spending evenings as baby-sitters.

CONTINUED ON NEXT PAGE



**39,468 DENTISTS SAY  
"SMOKE VICEROY CIGARETTES"**

## Viceroy's *Filter* the Smoke!

THE NICOTINE  
AND TARS TRAPPED\*  
BY THE **VICEROY** FILTER  
CANNOT REACH  
YOUR TEETH OR MOUTH



THIS  
IS THE TIP  
THAT DOES  
THE TRICK

1. Each puff of smoke passes through scores of tiny passages of this absorbent filter tip. Only Viceroy filters the smoke this exclusive way!
2. The nicotine and tars thus trapped cannot reach your mouth, cannot stain your teeth—the smoke is cleaner, cooler.
3. No tobacco crumbs can get in your mouth.
4. This filter is exclusive as is Viceroy's luxurious blend of fine tobaccos. Get Viceroy's at your dealer's. You'll be glad you did.

\*No filter can remove all nicotine and tars, nor does Viceroy make this claim.



**YOUNG SUITER...** to wear lunching with *him*, our perforated tie, Current, cool as your summer suit. Current's wide silk laces tie in flirty butterfly bows below your pretty ankle. Mate your suit with black, white, Balenciaga or grey suede; red or green calf.

## Paradise Shoes

BRAUER BROS. SHOE CO., ST. LOUIS 8, MO. • WRITE FOR NAME OF NEAREST DEALER



# EVEREADY

## Radio Batteries

### JIMMY DURANTE and VICTOR MOORE

Listen to  
the Jimmy  
Durante Show,  
Wednesdays,  
N.B.C.

*"Tsk! Tsk! Burying  
a poor, innocent  
radio!"*



- DURANTE:** Whatta catastroph! My portable ups and dies just when my favorite commoishal is comin' on!
- MOORE:** Say, young feller—you with the nose—I don't want to be nosy but—
- DURANTE:** Gadzooks and egads! *He* don' wanna be nosy, he sez! Dis is no time for comedy, Mr. Moore.
- MOORE:** Oh, dear, nobody ever wants to listen to me!
- DURANTE:** I'm a man of understanding and pulchritude. Speak up, Mr. Moore. I'm hangin' on your every woid.
- MOORE:** Have you ever heard of "Eveready" radio batteries?
- DURANTE:** Have I ever hoid uv "Eveready" radio batt'ries, he asks!
- MOORE:** They outlast all other brands.\* If you put "Eveready" batteries in your portable, it wouldn't die so quick. "Eveready" batteries are more economical. And, besides, they save you money.
- DURANTE:** Money? The root of all evil? I loves it! Get me some of dem batt'ries!

FOR  
PORTABLE RADIOS



No. 467

**\*THIS "EVEREADY" RADIO BATTERY  
OUTLASTS ALL OTHER "B" BATTERIES  
OF EQUAL SIZE.**

Yes, "Eveready" radio "B" batteries last longer because of their special flat-cell construction . . . all power, no dead space.



**NATIONAL  
CARBON COMPANY, INC.**  
30 East 42nd St., New York 17, N. Y.  
Unit of Union Carbide  
and Carbon Corporation

UCC

The registered trade-marks "Eveready" and "Mint-Max" distinguish products of National Carbon Company, Inc.



**SHANKS VILLAGE** is made up of Army barracks. Most house three families. Wood's back porch is at right, and seven neighborhood babies live a cross yard.



**OUTDOOR MICROPHONE** hangs near pen while mother does housework. Often picks up passers' comments like, "How can she leave that baby all alone?"



You'll knock  
him for a loop  
with a

**stafford\* robe**

father's day

June 20...

robes  
by

**stafford**



A great gift for Dad. Easy on the eyes...luxurious to the touch...and utterly fit to be tied...by the proudest of pops. Striking foulards...creatively designed...of pliant Celanese\*\* rayon yarn, woven in the hills of Pennsylvania, and skillfully craft-printed in the little New England town to whose name they've brought fame. At fine men's and department stores everywhere...Staffordwear, Inc.



3 E. 40th St., New York 16; 608 S. Hill St., Los Angeles, Calif.; 14 E. Jackson Blvd., Chicago, Ill.

*foulard*



**WINNING SERVE!**

# "fresh up" with Seven-Up!



**KEEP YOUNG WITH YOUR YOUNGSTERS—BE A "FRESH UP" FAMILY!**

When the family plays doubles on the tennis court, there's bound to be a real contest. And between sets chilled 7-Up always scores because it really *quenches* thirst. When you get that "fresh up" feeling, you know *it likes you!*

Be a "fresh up" family. Let sparkling 7-Up add its fun to your family activities. Order 7-Up . . . the *all-family* drink . . . where you see those good looking 7-Up signs.

**YOU LIKE IT**  **IT LIKES YOU!**

COPYRIGHT 1956 BY THE 7-UP COMPANY





SKIRTED EVENING BATHING SUITS LOOK LIKE HANDSOME EVENING GOWNS

# FORMAL SWIM SUITS

They are convertible for splashing or dancing

Hollywood bathing-suit news last fortnight was, as usual, confused but eye-catching. While Actress Esther Williams, once a swimming champion herself, was busy denouncing this season's scanty suits as impractical ("Why, they come off in the water. If you can't swim in them what good are they?"), Actresses Jeanne Crain and Jean Wallace (above) were busy demonstrating some of the most complicated models yet seen. One of them (below, right) with a sketchy top and a thin ribbon holding up the shorts, seemed to illustrate Miss Williams' complaint. Called "evening bathing suits" by their designer, Bonnie Cashin, they feature a detachable skirt which makes it possible for ladies to swim at poolside parties, as well as to dance, without changing clothes. In the demonstration, which involved an interesting but modified strip tease in shedding the skirts, Miss Wallace, in a one-piece suit, danced and swam. Miss Crain, in her more treacherously supported costume, also sat and danced but wisely kept her face powder dry.



WITHOUT A SKIRT one suit becomes seaworthy as Actress Jean Wallace (Mrs. Franchot Tone) shoves off for swim. The other seems only splashworthy.

CONTINUED ON NEXT PAGE

## LITTLE LULU



"Kleenex\* pops up, too!"

Little Lulu says... Only Kleenex has the Serv-a-Tissue Box—pull just one double tissue—up pops another! Compare tissues, compare boxes—you'll see why Kleenex is America's favorite tissue.

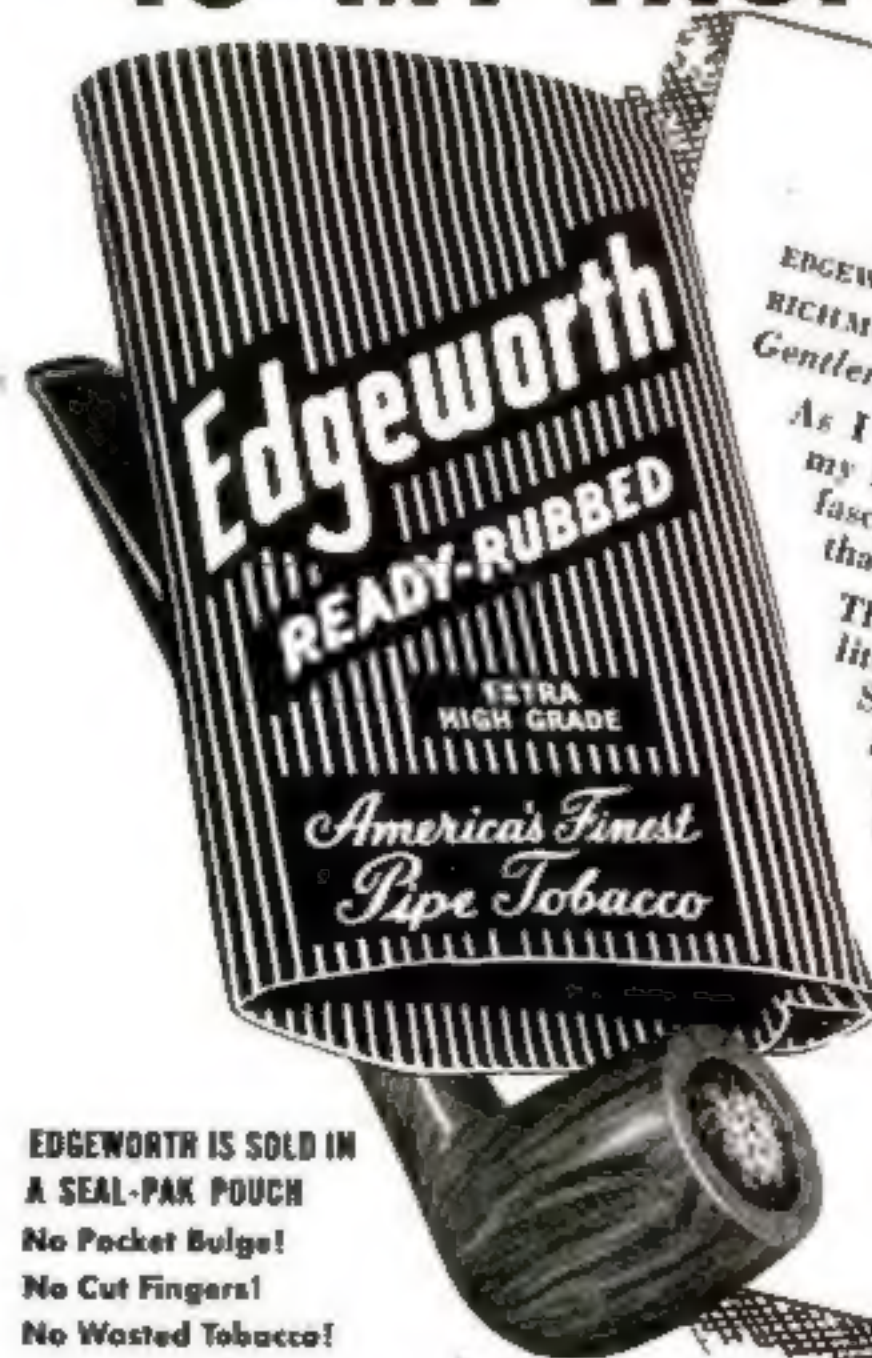
© International Collocation Products Co.

\*T. M. Reg. U. S. Pat. Off.



FAMOUS MUSICAL COMPOSER SAYS:

# "EDGEWORTH IS MY INSPIRATION"



EDGEWORTH  
RICHMOND, VIRGINIA  
Gentlemen:

9025 Callejuela Drive  
Beverly Hills, California

As I was puffing my pipe one night wrecking my brain for a musical inspiration, I became fascinated by the layers of blue pipe smoke that drifted and curled around the ceiling. The result, hours later, was an amusing little composition I called "Waltz of the Smoke Rings." I thought you might be interested to know that I dedicated it to "Edgeworth"—since your fine tobacco was my co-author. Incidentally, collecting pipes happens to be one of my hobbies. I have more than 40, and I've enjoyed Edgeworth in most of them.

Sincerely yours,  
ROBERT ARMBRUSTER

EDGEWORTH IS SOLD IN  
A SEAL-PAK POUCH  
No Pocket Bulge!  
No Cut Fingers!  
No Wasted Tobacco!

Attractive Father's Day Gift Package

In 8 oz. and 16 oz. Vacuum Tins





WANT THE AIR OF A MILLIONAIRE?  
JUST PUT ON ONE OF THESE MARK TWAIN SHIRTS

- A. It's Mark Twain's soft—luxurious—cool Sanforset Burmil-Rayon broadcloth. The ideal collar-attached shirt. In white, natural, tan, gray or blue. Vat dyed.
- B. The same luxurious Sanforset Burmil-Rayon broadcloth in a sport shirt. Long or short sleeves. In the same washable, vat dyed colors as above.

Mark Twain Shirts \$3.50 to \$5.95  
Sport Shirts \$3.00 to \$8.95

Buy by name—  
buy...



**\*MARK TWAIN GIVES YOU ALL 4  
OF THESE "MUST" FEATURES**

- |  |  |
|--|--|
| 1. QUALITY-TESTED MATERIALS...<br>for longer wear and last-<br>ing good looks. | 3. COMFORT-CUT COLLARS...for<br>movement-free ease, yet<br>snug appearance.          |
| 2. STYLE-SIZED FIT...for style<br>assurance and form-fit-<br>ting smartness.   | 4. IRON-EASY FABRICS...for<br>quicker ironing and that<br>professional laundry look. |

ELDER MANUFACTURING COMPANY • SAINT LOUIS  
Manufacturers of MARK TWAIN SHIRTS for Men  
and TOM SAWYER Apparel for Real Boys



**DAYLIGHT PEEPSHOW** has Miss Crain showing how her wool suit can be adapted for sunbathing. But wearers are apt to get a highly irregular tan.



# Should a woman buy a man's ties?



**1858** For years women have been ribbed about their taste in men's neckwear. But how good are men at picking ties? When the name Corby's came to Canada, a man chose his own neck-piece. Result: a deadly dull black string tie. No wonder Grandpa wore a beard!



**1870** A puffy ascot, secured by a lover's-knot pin, marked a gay blade when the name Corby's was 12 years old in Canada. Later, but still before the feminine touch was felt, came a typical uninspired specimen—drab, brocaded four-in-hand . . . astride a "gates ajar" collar.



**1945** Returning servicemen went all out for gaudy colors. Costly hand-painted jobs turned up frequently, as the name Corby's celebrated its 87th year in Canada. But don't blame the women—men wanted wacky hues as a relief from years of khaki.



**1948** Where do the gals come in? They'll rush tie counters just before Father's Day. And they'll select better looking ties than most men would pick. So, it's wise to go along with your best girl's choice. Just face it and toast the ladies' good taste . . . in Corby's the light, sociable whiskey with a grand old Canadian name. Note Corby's popular price—you'll like it, too!



## CORBY'S . . . A GRAND OLD CANADIAN NAME

PRODUCED IN U.S.A. under the direct supervision of our expert Canadian blender  
86 Proof—68.4% Grain Neutral Spirits—Jas. Barclay & Co. Limited—Peoria, Illinois





"I like Chesterfields  
—they're my brand  
because they're MILD"

*Alan Ladd*

STARRING IN  
"SAIGON"  
A PARAMOUNT PICTURE



### WHY I smoke Chesterfield

(FROM A SERIES OF STATEMENTS BY PROMINENT TOBACCO FARMERS)

"I think Chesterfield is a good-smoking cigarette and I like them. They have a good, ripe-tobacco taste and they're mild."

"Nobody pays a higher price to get good-smoking tobacco than Chesterfield. They buy my sweet, ripe tobacco. Looks like a gold dollar in the barn."

*Leavitt Roberts*

FARMER, PARIS, KY.

**ABC** **CHESTERFIELD**  
Always milder Better tasting Cooler smoking

Copyright 1948, Liggett & Myers Tobacco Co.



CHICAGO 20 ILLINOIS  
AUG-10-50